

DOCUMENT RESUME

ED 434 617

HE 032 395

TITLE The CASE Report of Educational Fund-Raising Campaigns, 1996-1997.

INSTITUTION Council for Advancement and Support of Education, Washington, DC.

ISBN ISBN-0-89964-331-0

PUB DATE 1998-00-00

NOTE 137p.

AVAILABLE FROM Council for Advancement and Support of Education, 1307 New York Ave., NW, Suite 1000, Washington, DC 20005-4701 (CASE members \$69, others \$99). Tel: 800-554-8536 (Toll Free).

PUB TYPE Numerical/Quantitative Data (110) -- Reports - Research (143)

EDRS PRICE EDRS Price MF01 Plus Postage. PC Not Available from EDRS.

DESCRIPTORS Accounting; Data Collection; Educational Finance; *Fund Raising; Higher Education; Institutional Research; National Surveys; Recordkeeping; Standards; Tables (Data)

IDENTIFIERS *Council for Advancement and Support of Education

ABSTRACT

This report presents results of a survey of fund raising activities of 181 colleges and universities in North America during 1996-97. The survey was based on standards developed by the Council for Advancement and Support of Education (CASE). The data are presented in two parts. First, summaries of the reported data, broken down into eight categories, appear in chart format accompanied by written statements describing the results and citations to relevant CASE Campaign Standards. Second, profiles of all 181 institutions appear in a spreadsheet format that shows cumulative financial results by objective and source, as well as other campaign and institutional data. Highlights include: nearly 75 percent of all institutions with deferred gifts reported them at the discounted present value, a significant increase over the 1994-95 results; 88 percent of institutions have pledge-payment periods of five years or less; and the percentage of institutions reporting both the face value and the discounted present value of deferred gifts to their donors increased by 9 percent over the 1994-95 report. The reported survey results suggest that the CASE standards are having the desired impact on the way institutions report campaign results. The survey is included. (Contains 18 figures.) (DB)

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The CASE Report of Educational Fund-Raising Campaigns 1996-1997

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The CASE Report of
Educational Fund-Raising Campaigns
1996-1997

CASE Books

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ISBN 0-89964-331-0

Printed in the United States of America

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CASE Books

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Foreword

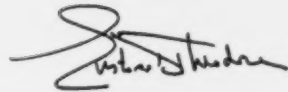
I AM PLEASED TO PRESENT THIS REPORT OF THE CASE SURVEY OF CUMULATIVE CAMPAIGN ACTIVITY at member institutions in North America. The survey is based on the CASE Campaign Standards, developed to provide a higher standard of accountability and uniformity in reporting fund-raising campaign results in education. The standards were approved by the CASE Board of Trustees in April 1994 and endorsed by 18 national educational associations in the United States and Canada, as well as by Lilly Endowment, Inc., which provided funding for their initial distribution.

From the calls and comments we have received, it is clear that the standards continue to serve their intended purpose. It is evident that more and more institutions that started campaigns before the effective date of the standards, and are therefore understandably not in compliance with them, intend to comply with the standards in their entirety in future campaigns. This growing institutional compliance will bring a greater understanding among faculty, volunteers, donors, institutional administrators, and the general public of the true impact of fund-raising campaigns on education.

We believe you will find the data and analysis in this report to be of considerable interest. Here are just a few examples: nearly 75 percent of all institutions with deferred gifts reported them at the discounted present value, a significant increase over the 1994-95 results; 88 percent have pledge-payment periods of five years or less; only seven percent report having campaigns of more than seven years in length; the percentage of institutions reporting both the face value and the discounted present value of deferred gifts to their donors increased by nine percent over the 1994-95 report. All of these findings suggest that the CASE standards are having the desired impact on the way institutions report campaign results.

We are pleased to have more than 200 institutions responding to the survey, but we hope the numbers will increase dramatically in subsequent years. Toward that goal, we ask that you encourage all of your colleagues who are conducting campaigns to participate in the CASE survey of campaign activity. The greater the number involved, the more beneficial the report will be to you, our members.

To each staff member involved in completing the survey, please accept our sincere appreciation. We offer our continuing gratitude to the members of the CASE advisory committee that created the standards. Because of their dedication to that major undertaking, we now have the ability to produce a report that not only provides a common language for discussing campaigns and comparing them from institution to institution, but also enables us, for the first time, to have a basis for tracking trends in educational fund-raising campaigns built on common standards and definitions.



Eustace D. Theodore
CASE President
November 1998

Introduction

THIS REPORT OF EDUCATIONAL FUND-RAISING CAMPAIGNS REPRESENTS the results of the second CASE survey of its member institutions' campaign activity. CASE did not conduct the survey for the 1995-96 fiscal year. CASE mailed the survey questionnaire to the membership coordinator at each of its member colleges, universities, and independent schools in North America, with the request that the chief development officer complete the survey. Members were asked to report cumulative results of their campaigns through the 1996-97 fiscal year. The survey is based on the CASE Campaign Standards, which became effective July 1, 1994.

The report consists of data received from 181 institutions that completed the survey, were conducting campaigns during 1996-97, and had publicly announced their campaign by the time this report was scheduled to go to print. Institutions that began their campaigns while the CASE Campaign Standards were in effect and indicated they **do comply** with those standards are listed in the Institutional Profiles section in **bold type**. Those that began before the effective date of the standards are listed in light type. It is important to note that institutions that began their campaigns before the effective date of the standards already had their policies in place and were not expected to change any policies midstream to accommodate the standards. Therefore, you will see some legitimate variances to the standards in some of the 100 individual reports of campaigns that began before July 1, 1994. However, institutions beginning campaigns after the standards came into effect have been strongly urged to comply with the standards.

Thirteen responding institutions started their campaigns while the standards were in effect but indicated they *did not comply* with the standards. These institutions were given the option of being listed in the report on the condition that they would be identified as not in compliance and that their specific policy differences would be noted in the report. Seven declined the offer. The six who chose to be included in the report are listed in the Institutional Profiles in *italic type*; the details of their policy differences appear in the section called "Institutions Not in Compliance with CASE Campaign Standards."

Some statistics of interest:

- 218 institutions submitted completed surveys for 1996-97.
- 181 institutions are included in the report.
- 100 of the 181 institutions started their campaigns before the effective date of the standards (July 1, 1994).
- 81 of the 181 started their campaigns while the standards were in effect.
- 13 of those 81 indicated their policies did not comply with the CASE standards.
- Seven of those 13 chose not to be included in the report when offered the option of being listed but identified as not in compliance; six chose to be listed.
- 30 of the institutions who completed surveys had not announced their campaigns by the time this report was scheduled to go to print and are therefore not included in the report.

This report presents the data in two parts. First, summaries of the reported data appear in chart format, accompanied by written statements describing the results. Along with these summaries the relevant paragraphs from the CASE Campaign Standards are cited when appropriate. Secondly, profiles of all 181 institutions appear in a spreadsheet format that shows cumulative financial results by objective and source, as well as other campaign and institutional data. These profiles are organized by type of institution.

Institutional Categories

Reports of institutions of higher education in the United States are organized according to their classifications as designated by the Carnegie Foundation for the Advancement of Teaching as follows:

PUBLIC RESEARCH/DOCTORAL includes these
Carnegie classifications:

Public Research Universities I and II
Public Doctoral Universities I and II

PRIVATE RESEARCH/DOCTORAL includes:

Private Research Universities I and II
Private Doctoral Universities I and II

PUBLIC MASTERS includes:

Public Master's (Comprehensive) Universities and
Colleges I

PRIVATE MASTERS includes:

Private Master's (Comprehensive) Universities and
Colleges I and II

PRIVATE LIBERAL ARTS includes:

Private Baccalaureate (Liberal Arts) Colleges I
and II

TWO-YEAR COLLEGES includes:

Two-Year Community, Junior, and Technical Colleges

PROFESSIONAL/SPECIALIZED includes:

Public Medical Schools and Medical Centers
Private Theological Seminaries, Bible Colleges, and
Other Institutions Offering Degrees in Religion
Private Schools of Business and Management

INDEPENDENT SCHOOLS are listed in their own
category.

No Canadian colleges or universities participated in
the 1996-97 survey.

Data Summaries

M E T H O D O L O G Y

This report represents data from 181 institutions that completed the CASE survey and provided cumulative campaign results as of the close of the 1996-97 fiscal year. This is the second year CASE has conducted the survey; the first covered campaign results through 1994-95. CASE did not conduct the survey for the 1995-96 fiscal year. The data collection procedures and the methods of analysis were the same for both surveys, making it possible to draw comparisons over time. Comparisons between total 1994-95 results and total 1996-97 results were tested for statistical significance at the 95 percent confidence level; statistically significant changes are noted for each question. Although the survey questionnaire was mailed to all CASE member institutions in North America in both years, the responding institutions differed from one survey to the other.

Respondents were classified into eight categories: public research/doctoral, private research/doctoral, public masters, private masters, private liberal arts, two-year colleges (public and private), professional/specialized (including public medical schools and medical centers, private theological seminaries and others offering degrees in religion, and private schools of business), and independent schools. Results include breakdowns by category when possible, but the extremely small sample sizes need to be considered when analyzing results. Smaller sample sizes are less reliable and any changes discussed over time should only be viewed as directional in nature. Significance testing was therefore not conducted on any category-specific data due to the lack of reliability of the data.

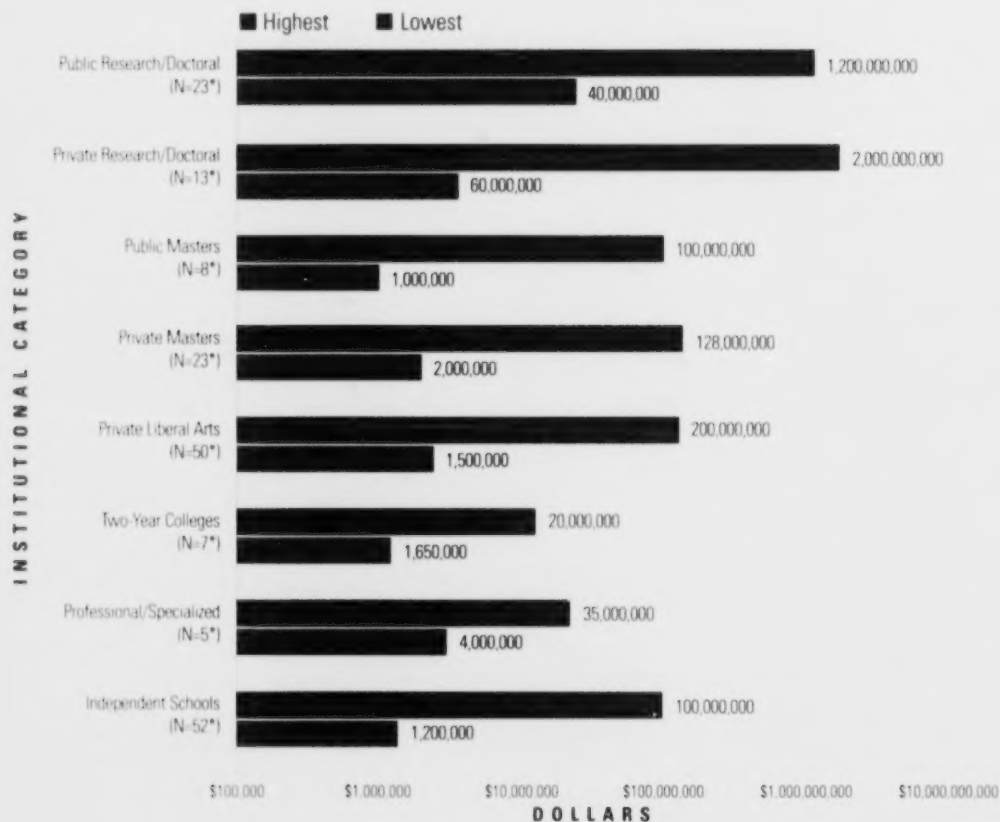
Results are shown for those institutions responding to each question. The total base

shown on each graph (represented by $N = \text{_____}$) varies because not all institutions responded to all the questions. The total sample size of 181 institutions yields data that are statistically reliable within ± 7.4 percentage points.

Tabulations and analysis in the Data Summaries section were conducted by Shugoll Research of Bethesda, Md.

FIGURE 1

Size Range of Campaign Goal



NOTE: FY 1997 data only is shown. This graph uses a logarithmic scale in order to make all data points legible.

*Caution: Very small base of respondents.

SIZE RANGE AND MEAN SIZE OF CAMPAIGN GOAL (FIGURES 1 & 2)

The size of the campaign goals of the 181 educational institutions responding to the survey ranges widely from a low of \$1 million to a high of \$2 billion. In the previous survey, goals ranged from \$225,000 to \$2.1 billion. Although the difference in range appears to suggest there are fewer low-end goals, the mean campaign goal across all institutions is in fact lower in this set of respondents (\$108 million, compared with \$111 million in 1994-95).

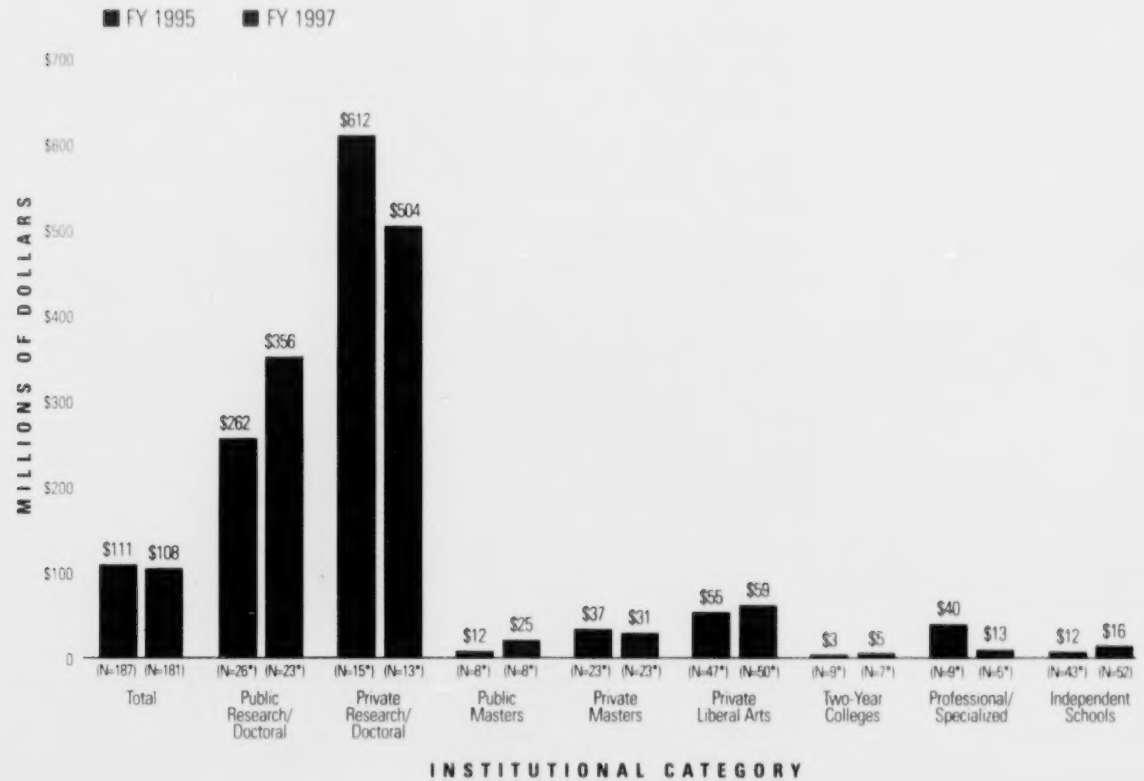
Private research/doctoral institutions have the highest campaign goals, ranging from \$60 million to \$2 billion with an average goal of \$504 million. Public research/doctoral institutions have goals ranging from \$40 million to \$1.2 billion with an average campaign goal of \$356 million. Both research/doctoral categories have reported the largest campaign goals over time.

Institutions in the masters category also report similar campaign goals in 1996-97 as they did in 1994-95. Goals at public masters institutions range from \$1 million to \$100 million, while those of their private counterparts range from \$2 million to \$128 million. On average, both public and private masters tend to have a mean campaign goal on the lower end of the range (\$25 million for public, \$31 million for private). Independent schools mirror the masters institutions, with goals ranging from \$1.2 million to \$100 million, but their average goal is lower than the masters institutions (\$16 million).

Two-year colleges report larger campaign goals than those reporting in 1994-95, when these goals ranged from \$225,000 to \$8 million. In 1996-97, the smallest two-year college campaign goal was reported at \$1.65 million, and the highest was \$20 million. Interestingly, the average campaign goal for two-year colleges was only slightly higher than the 1994-95 results (\$5 million in 1996-97 compared with \$3 million in 1994-95).

FIGURE 2

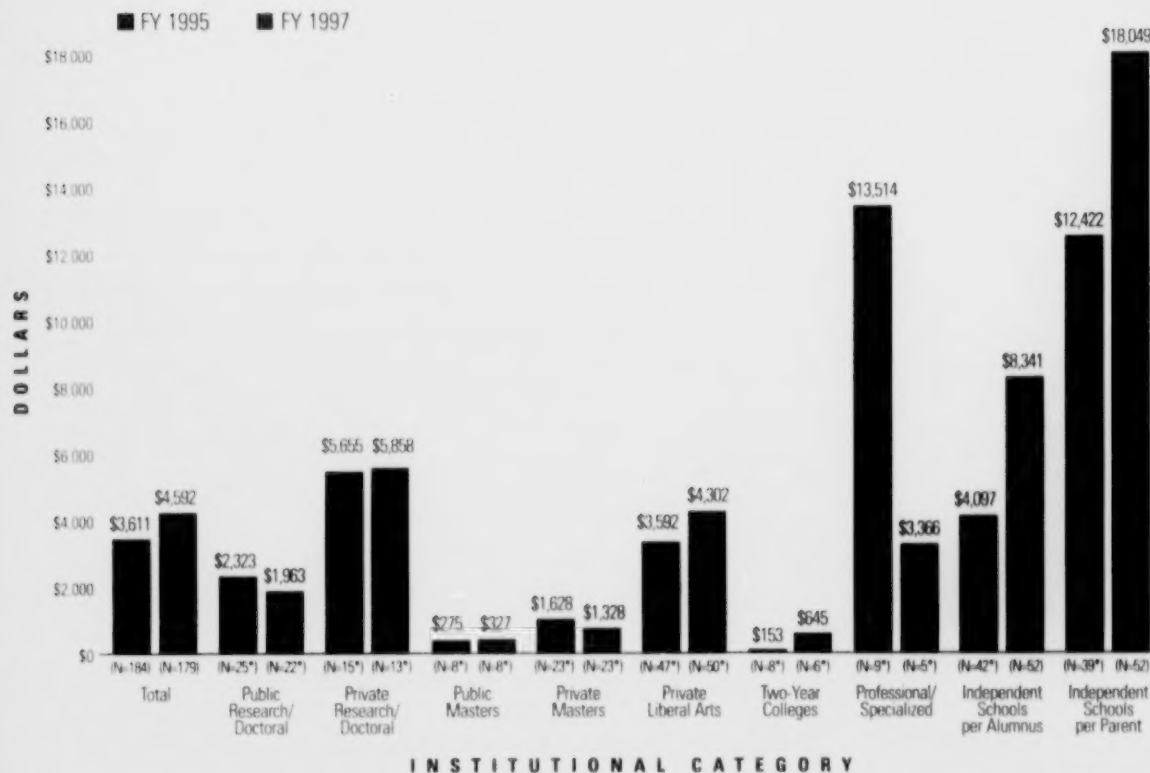
Mean Size of Campaign Goal



*Caution: Very small base of respondents

FIGURE 3

Mean Size of Campaign Goal per Alumnus/Parent



Note: Two sets of data are shown for Independent Schools. One is the mean dollar amount of goal per alumnus, and the other is per parent of record. All other dollar amounts shown for other categories of institutions represent mean dollar amount of goal per alumnus only.

*Caution: Very small base of respondents

MEAN SIZE OF CAMPAIGN GOAL PER ALUMNUS/PARENT (FIGURE 3)

Overall, the mean campaign goal per alumnus has increased slightly since 1994-95. On average, institutions reported goals of \$4,592 per alumnus, up from \$3,611 in 1994-95. However, the range across institutions remains similar, ranging from \$327 to \$8,341.

The largest changes over time across institutions were reported by the professional/specialized and independent schools. Professional/specialized institutions reported goals of only \$3,366 per alumnus, which represents the largest decrease (down from \$13,514 per alumnus in 1994-95). On the other hand, independent schools reported higher campaign goals per alumnus (\$8,341) and per parent (\$18,049) for 1996-97, representing an average increase of over \$5,000.

Private research/doctoral institutions remain relatively unchanged with \$5,858 per alumnus. Private liberal arts colleges report \$4,302 per alumnus, an increase from \$3,592 in the previous survey.

Private masters institutions (mean of \$1,328) and public research/doctoral institutions (\$1,963) reported slight decreases from 1994-95. Two-year colleges and public masters institutions reported less than \$700 each; even so, this represents an increase for both.

MEAN SIZE OF CAMPAIGN GOAL AS A PERCENT OF EDUCATION AND GENERAL BUDGET (FIGURE 4)

On average, across all categories of institutions, campaign goals are 129 percent of the institutions' total education and general (E&G) budgets.

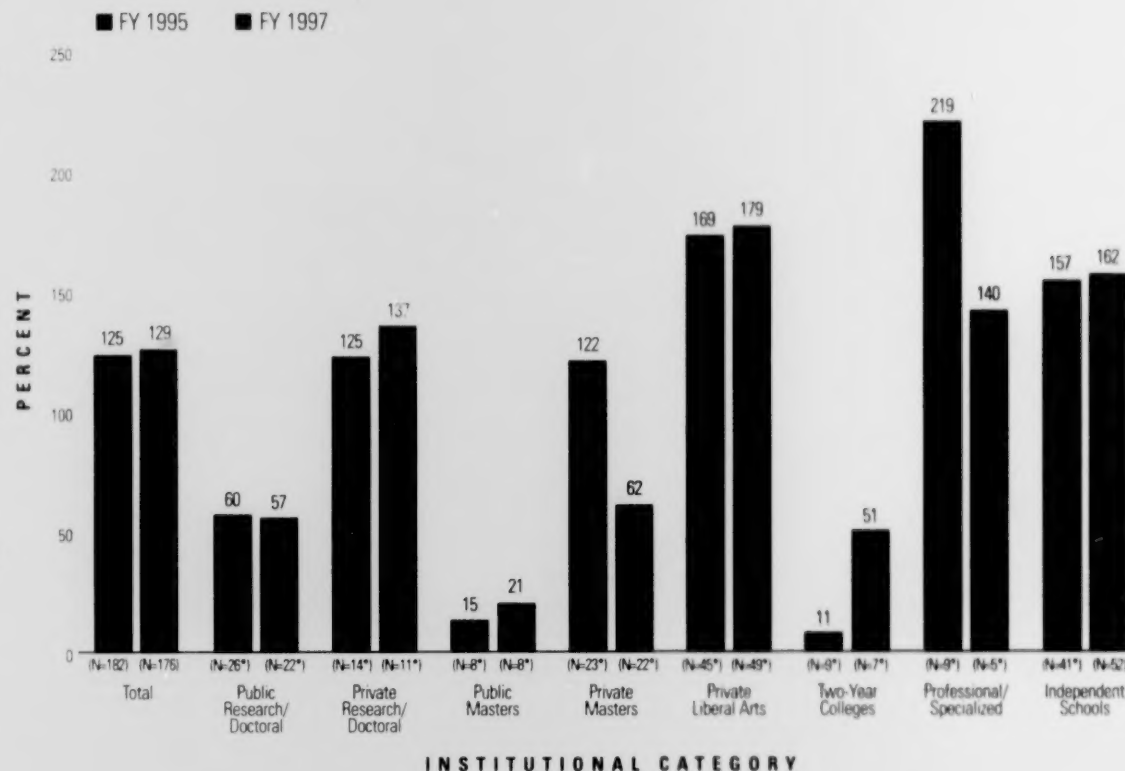
Similar to 1994-95, some institutions report that their campaign goal is more than double their E&G budget. On average, private liberal arts schools have campaign goals that are one and three-fourths the size of their E&G budgets (179 percent). Independent schools, professional/specialized, and private research/doctoral institutions have campaign goals that are about one and a half times their E&G budget: 162 percent for independent schools, 140 percent for professional/specialized, and 137 percent for private research/doctoral institutions.

Institutions whose campaign goals average less than their E&G budget include private masters institutions (62 percent of budget), public research/doctoral universities (57 percent), two-year colleges (51 percent) and public masters institutions (21 percent).

Only professional/specialized schools (down from 219 percent in 1994-95) and private masters institutions (down from 122 percent in 1994-95) showed a decrease in size of campaign goal as a percent of E&G budget in 1996-97. All other categories showed an increase.

FIGURE 4

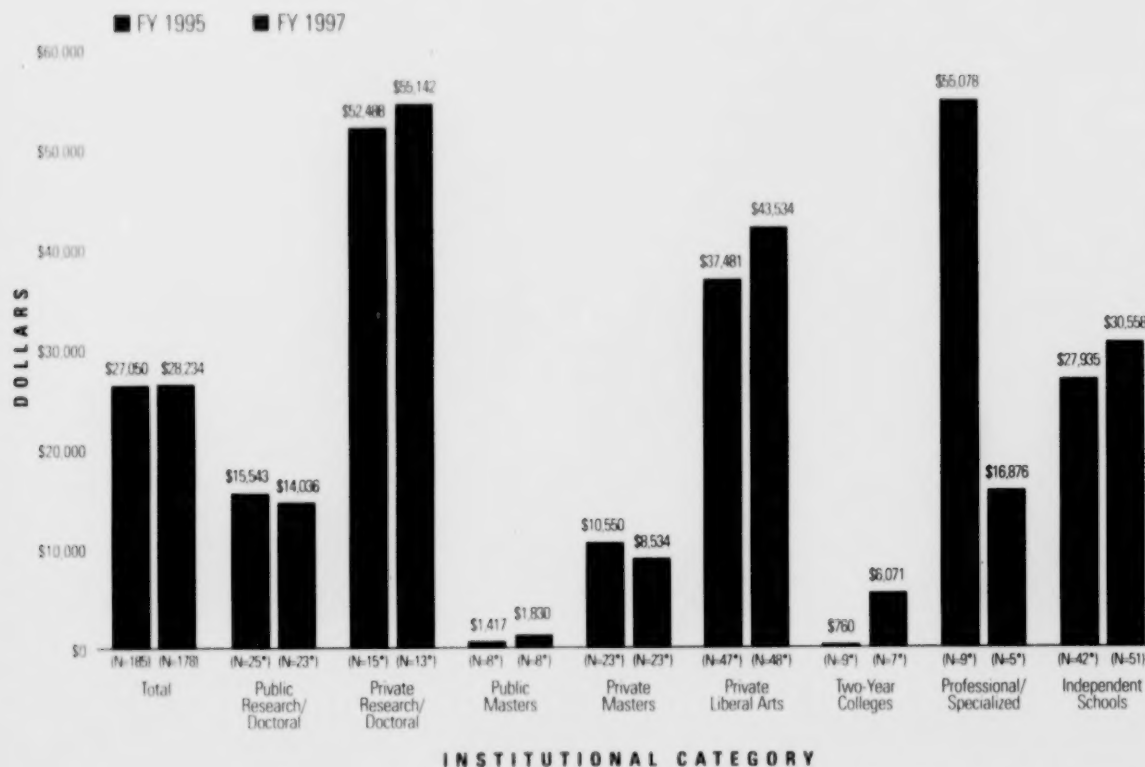
Mean Size of Campaign Goal as a Percent of Education and General Budget



*Caution: Very small base of respondents.

FIGURE 5

Mean Size of Campaign Goal per Student Enrolled



*Caution: Very small base of respondents.

MEAN SIZE OF CAMPAIGN GOAL PER STUDENT ENROLLED (FIGURE 5)

Across all institutional categories, the mean campaign goal is \$28,234 per student, up slightly from \$27,050 per student in 1994-95. The average campaign goal per student ranges from a low of \$1,830 to a high of \$55,142. This range is relatively unchanged from that of 1994-95.

The only category of institutions that experienced a dramatic change from 1994-95 is professional/specialized institutions, which had the highest mean campaign goal per student in 1994-95 (\$55,078). For 1996-97, reporting institutions in this category have a mean campaign goal of only \$16,876 per student. This may in part reflect the decrease in the number of professional/specialized institutions reporting data for this question and the different mix of types of institutions reporting in this category compared to 1994-95.

Private research/doctoral institutions reported the second highest mean campaign goal per student in 1994-95 (\$52,488) and the highest in 1996-97 (\$55,142). Also on the high end were private liberal arts institutions (\$43,534) and independent schools (\$30,278). These two types of institutions report slightly higher means than in 1994-95 (\$37,481 and \$27,935, respectively).

On the lower end of the range, public research/doctoral institutions indicate an average goal of \$14,036 per student, down slightly from \$15,543 per student in 1994-95. Private masters institutions reported an average campaign goal of \$8,534 per student in 1996-97, down from \$10,550 per student in 1994-95. Public masters institutions remained relatively unchanged with campaign goals of \$1,830 per student (up from \$1,417 in 1994-95).

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PERCENT OF CAMPAIGN GOAL FOR CURRENT OPERATIONS, CAPITAL PROJECTS, AND ENDOWMENT (FIGURE 6)

Across all institutional categories, very little change was noted over time in the percentage allotted for each of the following purposes: current operations, capital projects, and endowment. The largest percentage of campaign efforts remains earmarked for capital projects (48 percent), followed by endowment (37 percent) and current operations (15 percent).

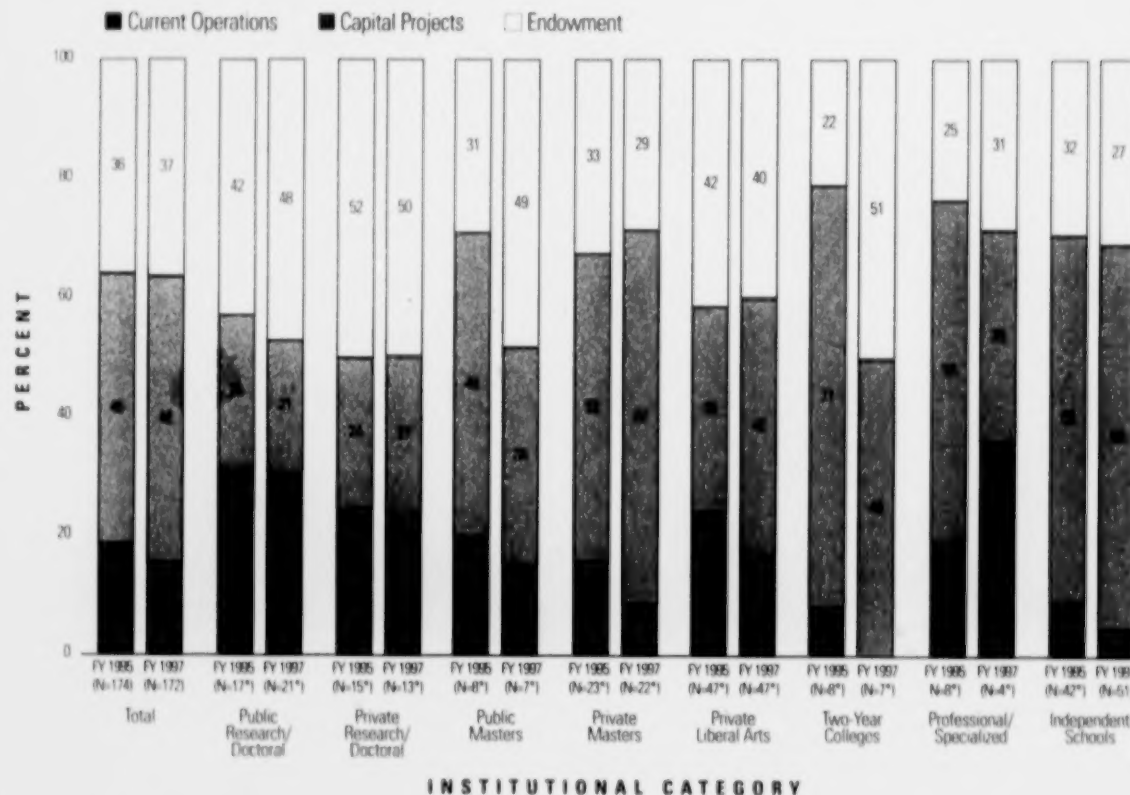
Independent schools and private masters institutions identify most of their campaign goals for capital projects (68 percent and 62 percent of goals, respectively). Two-year colleges and private liberal arts schools dedicate about half of their campaign goals to capital projects (49 percent and 42 percent of goals, respectively). Interestingly, two-year colleges earmarked 71 percent of their campaign goal for capital projects in 1994-95.

In the 1996-97 survey, two-year colleges reported a higher percentage of campaign goals designated for endowment, 51 percent, compared to 22 percent in 1994-95. Also marking about half of their campaign goal for endowment are private research/doctoral (50 percent), public masters (49 percent), and public research/doctoral institutions (48 percent). Other categories have slightly decreased the percentages dedicated to endowment.

Nearly all categories showed a decline in the percentage of campaign goal earmarked for current operations; the exception is professional/specialized institutions, which on average report 34 percent of campaign goal for current operations (compared with 19 percent in 1994-95). Public research/doctoral universities also report about one-third (31 percent) of campaign goal for current operations. In all other categories, less than one-fourth of the campaign goal is devoted to current operations.

FIGURE 6

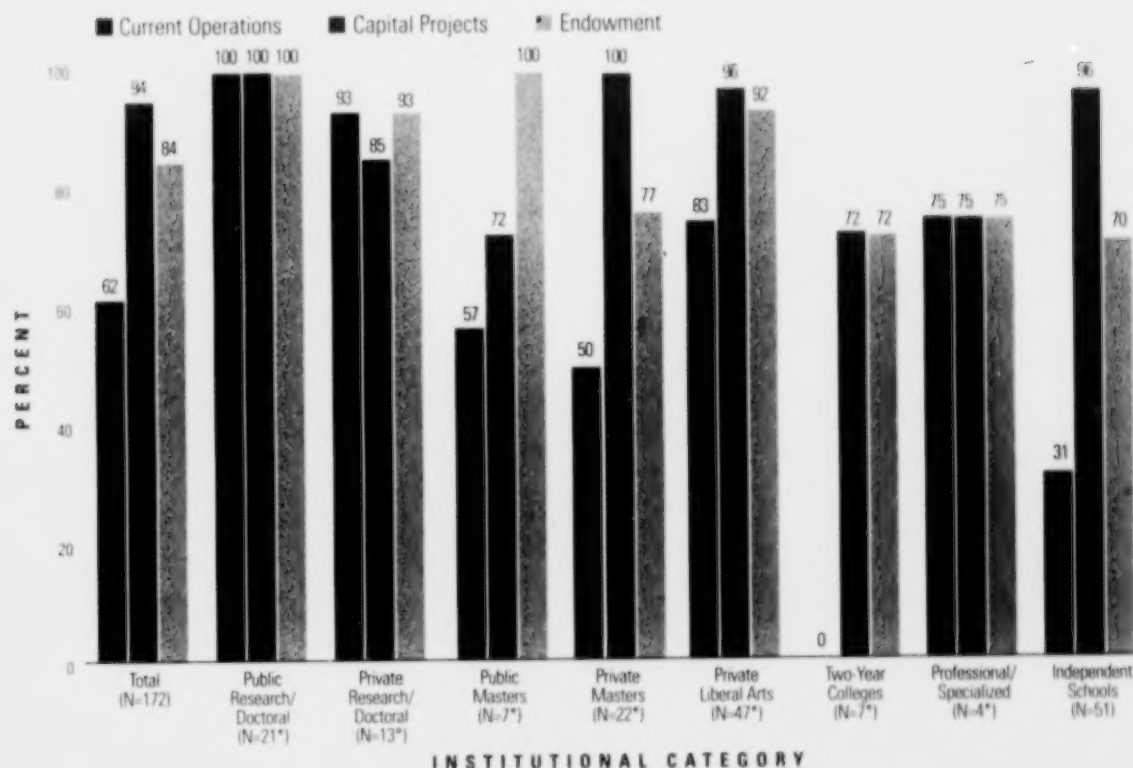
Percentage of Campaign Goal for Current Operations, Capital Projects, and Endowment



*Caution: Very small base of respondents

FIGURE 7

Campaign Purposes by Category of Institution



Note: Only FY 1997 data is shown.

*Caution: Very small base of respondents.

CAMPAIGN PURPOSES BY CATEGORY OF INSTITUTION (FIGURE 7)

All categories of institutions report more than one campaign purpose, with most institutions identifying all three purposes measured: current operations, capital projects, and endowment. Almost two-thirds of institutions (62 percent) report that part of their campaign purpose is to raise funds for current operations, and even more cite capital projects (94 percent) and endowment (84 percent) as campaign purposes.

All responding public research/doctoral universities report that their campaigns involve all three purposes. Many private research/doctoral universities also cite each of these purposes in their campaigns (93 percent, 85 percent, and 93 percent naming the respective purposes), as do private liberal arts colleges (83 percent, 96 percent and 92 percent, respectively).

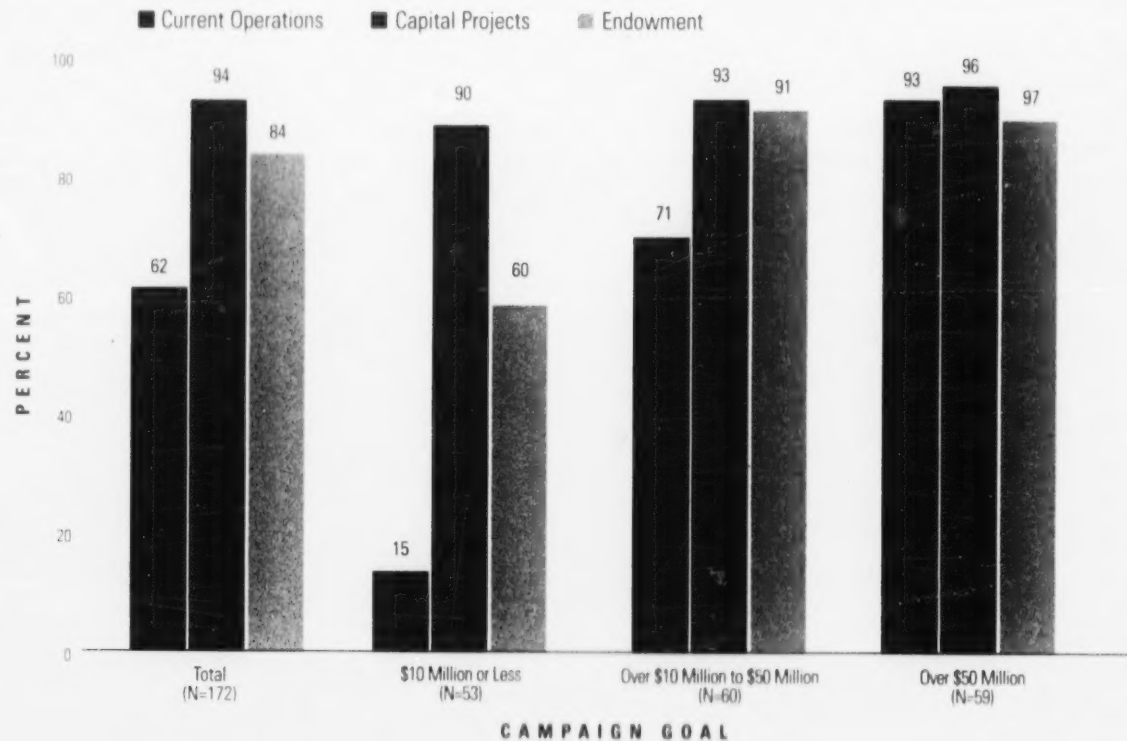
The purpose with the least representation is current operations. No two-year colleges list current operations as a campaign purpose, and it appears as a purpose for only 31 percent of independent schools, 50 percent of private masters, and 57 percent of public masters institutions. By comparison, at least 70 percent of institutions in all categories indicate they are raising funds for capital projects and endowment. Capital projects were listed most often by public research doctoral and private masters institutions (100 percent each) and by 96 percent of both private liberal arts colleges and independent schools. The highest percent of institutions reporting endowment as a purpose were public research doctoral (100 percent), public masters (100 percent), private research doctoral (93 percent), and private liberal arts colleges (92 percent.)

CAMPAIGN PURPOSES BY SIZE OF CAMPAIGN GOAL (FIGURE 8)

Institutions with higher campaign dollar goals are much more likely to include all three purposes in their campaign. Institutions with smaller campaign goals are more likely to use the campaign for limited purposes. The percent of institutions that include current operations as part of their campaign decreases as the dollar amount being sought decreases. Specifically, only 15 percent of institutions with campaign goals of \$10 million dollars or less cite current operations as a campaign purpose.

FIGURE 8

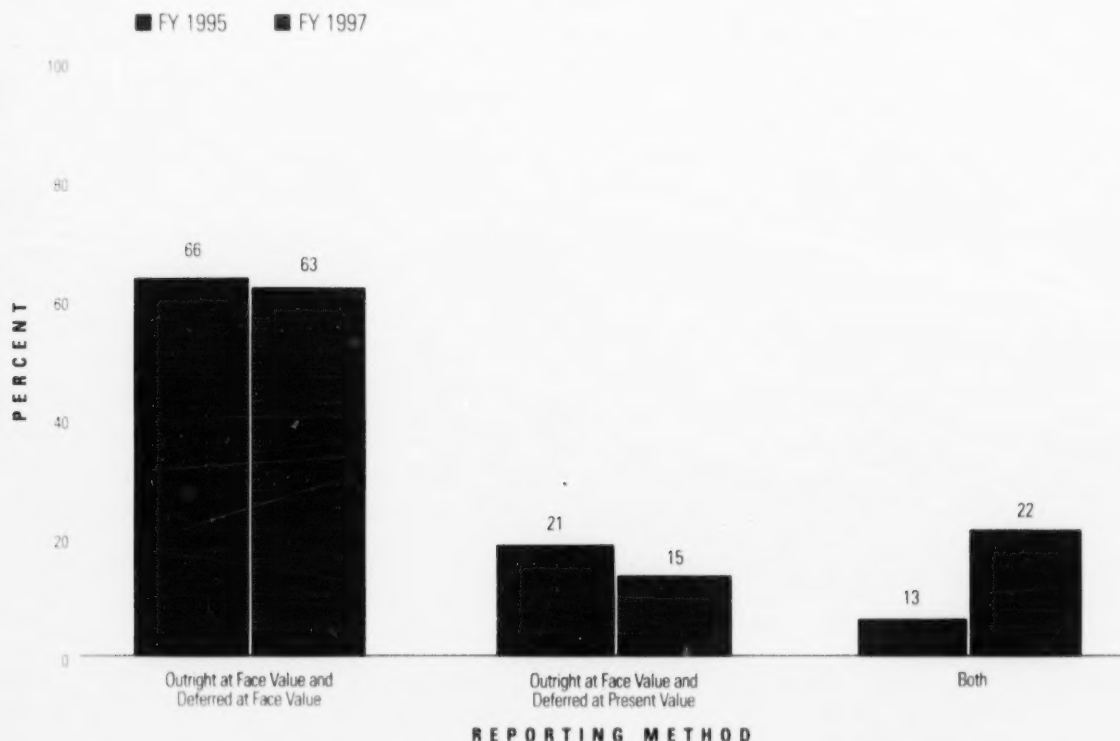
Campaign Purposes by Size of Campaign Goal



Note: Only FY 1997 data is shown

FIGURE 9

Methods Used to Report Deferred Gifts to Donors



Base: Institutions that reported deferred gifts (N=129)

METHODS USED TO REPORT DEFERRED GIFTS TO DONORS (FIGURE 9)

Most institutions that report deferred gifts continue to use a method that shows both outright gifts and deferred gifts at face value (63 percent). Compared with 1994-95, more institutions now report deferred gifts at both face value and at present value (22 percent in 1996-97 compared with 13 percent in 1994-95), while slightly fewer (15 percent compared with 21 percent) report their deferred gifts at present value only to their donors.

CASE Campaign Standards Regarding Reporting Deferred Gifts

The spirit of these standards is that it is never appropriate to report only one number when announcing campaign results. As a minimum, the following results should be reported to the institution's board and to CASE:

1. the total of outright gifts and pledges received, reported at face value;
2. the total of deferred (future) commitments, which will be received at an undetermined time in the future, reported at face value;
3. the total of deferred (future) commitments, which will be received at an undetermined time in the future, discounted to present value;
4. the grand total of 1 and 2 above; and
5. the grand total of 1 and 3 above.

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**PERCENT OF INSTITUTIONS REPORTING
DEFERRED GIFTS AT PRESENT VALUE
(FIGURE 10)**

Almost three-fourths (73 percent) of all institutions reporting deferred gifts report the present value of the gift, a significant increase over the 58 percent in 1994-95. Public masters institutions (83 percent) and private liberal arts colleges (81 percent) show the highest proportion using this reporting method.

Most categories — including public research/doctoral institutions, public masters institutions, private liberal arts schools, two-year colleges, and independent schools — showed a larger percent of institutions reporting deferred gifts at present value compared with 1994-95. Private research/doctoral universities and private masters institutions remained roughly stable, while professional/specialized institutions showed a decline in the use of this reporting method, from 57 percent in 1994-95 to 33 percent in 1996-97.

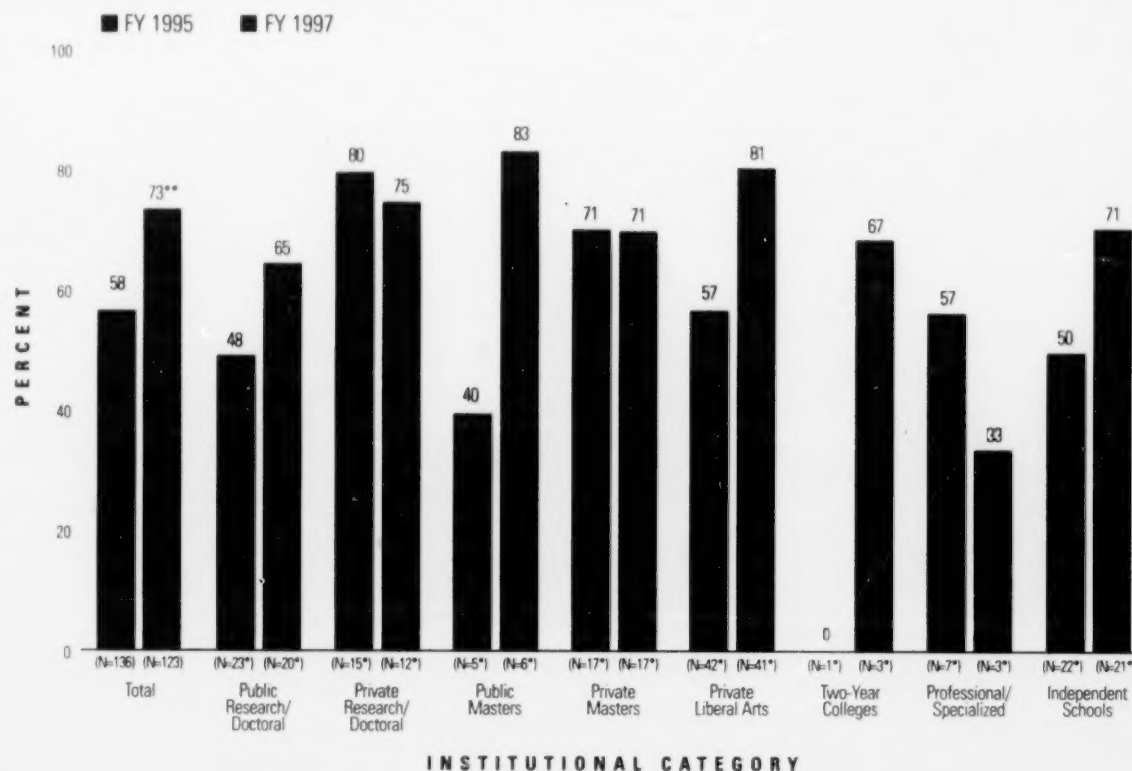
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3. the total of deferred (future) commitments, which will be received at an undetermined time in the future, discounted to present value;
4. the grand total of 1 and 2 above; and
5. the grand total of 1 and 3 above.

FIGURE 10

**Percent of Institutions Reporting Deferred Gifts at Present Value
(of Those Reporting Deferred Gifts)**

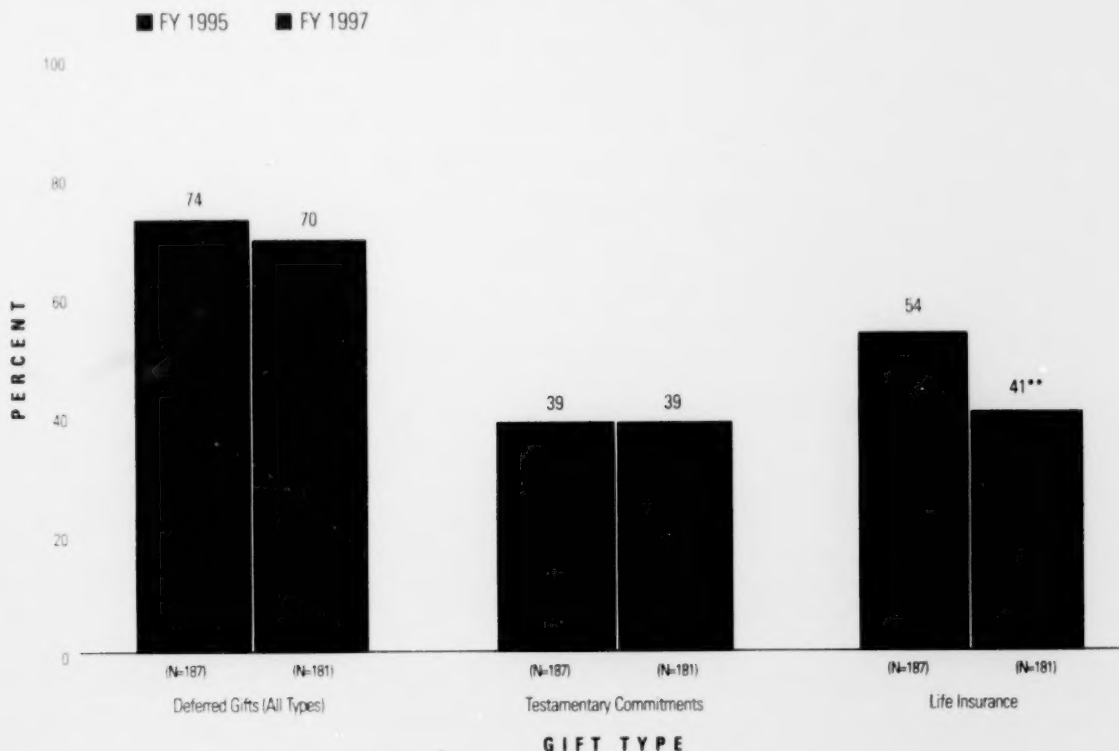


*Caution: Very small base of respondents.

** Indicates a significant difference from FY 1995 at the 95 percent confidence level.

FIGURE 11

Percent of Institutions Counting Deferred Gifts in General, Testamentary Commitments (Bequest Intentions), and Life Insurance



** Indicates a significant difference from FY 1995 at the 95 percent confidence level.

PERCENT OF INSTITUTIONS COUNTING DEFERRED GIFTS IN GENERAL, TESTAMENTARY COMMITMENTS (BEQUEST INTENTIONS), AND LIFE INSURANCE (FIGURE 11)

Nearly three-quarters (70 percent) of all institutions report receiving some type of deferred gift. Forty-one percent of the institutions surveyed count gifts of life insurance in their campaign totals, and 39 percent count testamentary commitments (bequest intentions). Compared with 1994-95, significantly fewer institutions report in 1996-97 that they count life insurance, which may explain the slight decrease in institutions reporting deferred gifts overall.

CASE Campaign Standards Regarding Life Insurance

Institutions may or may not wish to include commitments of life insurance in campaign totals. If gifts of life insurance are to be included, the institution should be made owner and irrevocable beneficiary of the policies, with the exception of realized death benefits. Such policies should be counted as follows:

1. for paid-up policies, count as a current outright gift at the cash surrender value, or count the death benefit value as a deferred gift at both the face value and discounted present value;
2. for existing policies not fully paid, count the existing cash value plus the incremental increase of the cash value for any payment of premiums pledged over a five-year pledge period in the campaign as current outright gifts and pledges;
3. for new policies, count the cash surrender value of premiums paid or pledged over a five-year period as current outright gifts and pledges.

The insurance company's settlement amount

Continued on next page

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for an insurance policy whose death benefit is realized during the campaign period should be counted in campaign totals, provided no amount was counted in a previous campaign.

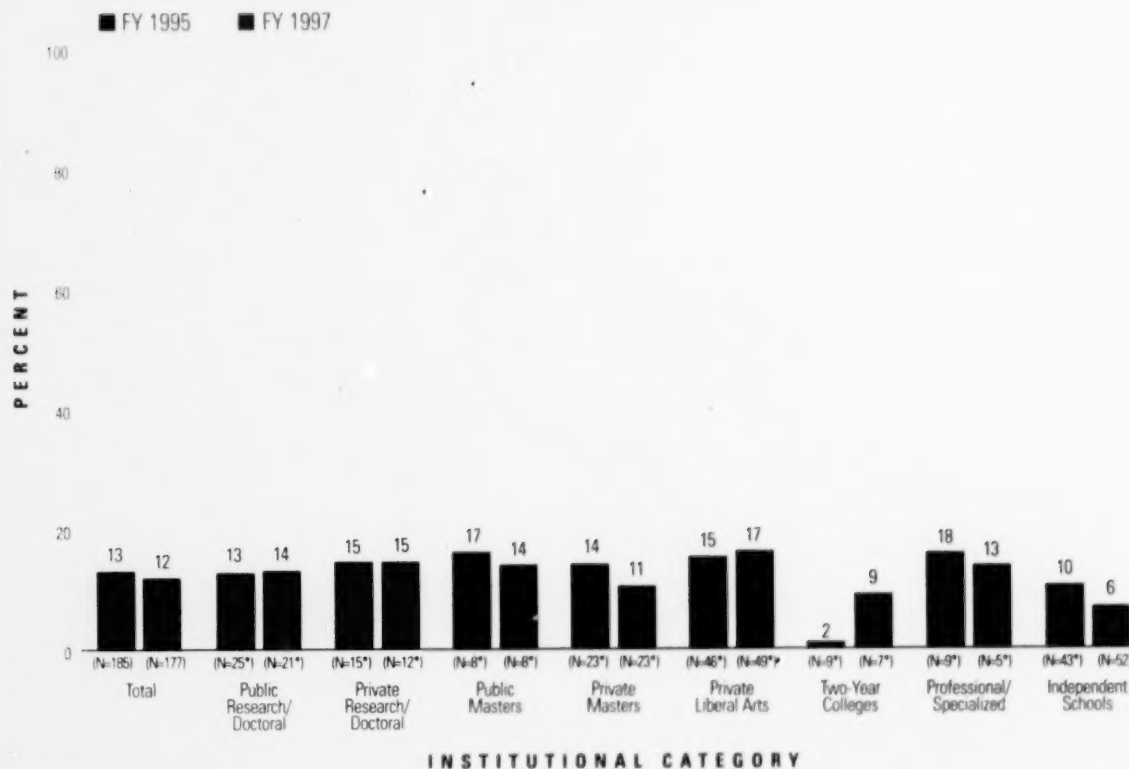
CASE Campaign Standards Regarding Testamentary Pledge Commitments (Bequest Intentions):

The decision to include or exclude testamentary pledges in campaign totals is left up to each institution. For some institutions and for certain types of donors and circumstances, counting testamentary pledge commitments may be appropriate. For others, depending on institutional history and campaign objectives, the practice would not be acceptable. If the decision is made to include testamentary commitments in campaign totals, however, institutions should satisfy the following three requirements:

1. The commitment must have a specified amount or percentage of the estate stated in the will based on a credible estimate of the future value of the estate;
2. They must have verification of the commitment in either a letter from the donor or the donor's attorney affirming the commitment and stating that the institution will be informed of any changes in the will that might be made in the future, or a charitable/deferred pledge agreement, or a contract to make a will; and
3. The amount specified or estimated should be reported at both the discounted present value and at face value in the deferred gifts portion of campaign reports.

FIGURE 12

Deferred Gifts as a Percent of Total Funds Raised



*Caution: Very small base of respondents.

DEFERRED GIFTS AS A PERCENT OF TOTAL FUNDS RAISED (FIGURE 12)

In general, 12 percent of total funds raised are deferred gifts. With the exception of two-year colleges, institutional categories show little variation in the percentages they report compared with 1994-95. Noting the extremely small sample size, it is interesting that two-year colleges now report a percentage of deferred gifts more in line with other institutions—9 percent in 1996-97 compared with only 2 percent in 1994-95.

Private liberal arts colleges (17 percent), professional/specialized institutions (13 percent), private research/doctoral institutions (15 percent), public research doctoral and public masters institutions (14 percent each) report the highest percentages of deferred gifts in their campaigns. Independent schools reported the smallest proportion (6 percent).

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LENGTH OF CAMPAIGN BY CATEGORY OF INSTITUTION (FIGURE 13)

Overall, most institutions across all categories conduct campaigns of less than seven years, although significantly fewer institutions reported campaigns lasting five years or less (59 percent) compared with 1994-95 (65 percent). In general, only private institutions have campaign periods of more than seven years; 16 percent of private research/doctoral universities report this length of campaign period, as do 4 percent of private masters colleges, 14 percent of private liberal arts colleges, and 4 percent of independent schools. Private institutions reported similar campaign lengths in the previous survey.

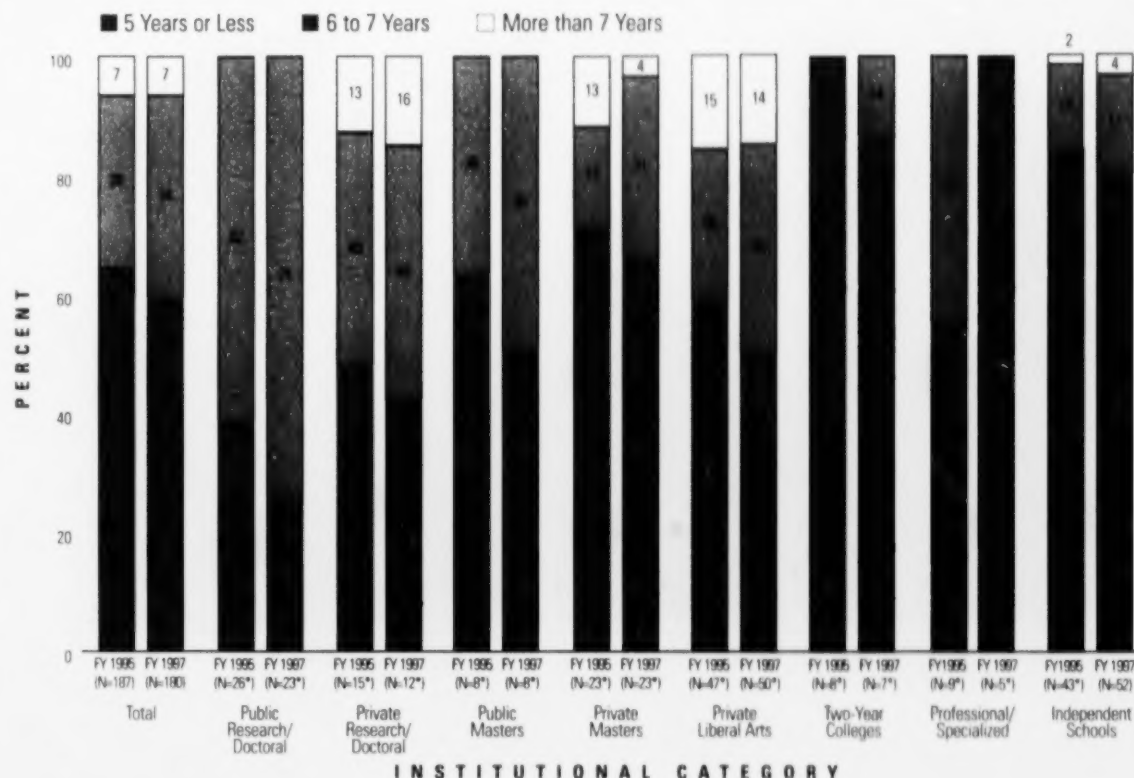
Only professional/specialized institutions report a markedly different length of their campaigns compared to 1994-95, again noting extremely small samples. All professional/specialized institutions participating in this survey report campaign lengths of five years or less, up from 56 percent in 1994-95.

CASE Campaign Standards Regarding Length of Campaign Period

For purposes of these standards, the campaign period is the total time encompassed by the active solicitation period for the campaign, including the nucleus fund/advance-gifts phase. CASE recommends that no campaign period exceed seven years in duration. Generally speaking, shorter campaign periods are preferable to longer ones.

FIGURE 13

Length of Campaign by Category of Institution

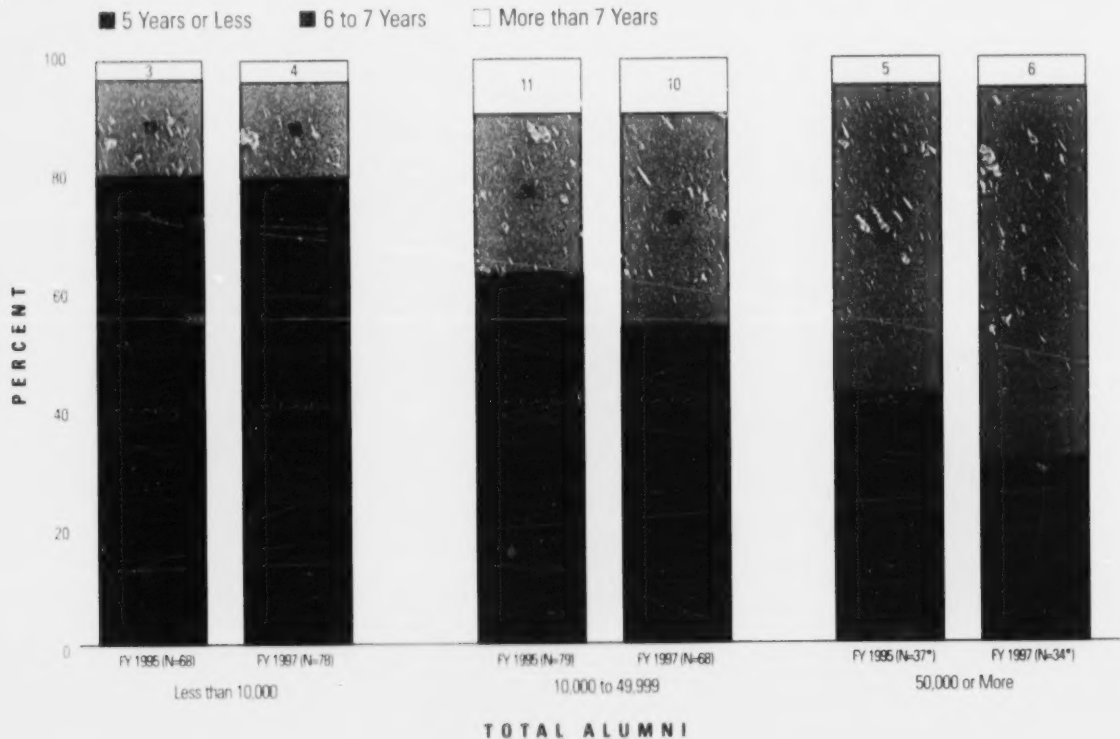


*Caution: Very small base of respondents.

** Indicates a significant difference from FY 1996 at the 95 percent confidence level.

FIGURE 14

Length of Campaign by Number of Alumni



*Caution: Very small base of respondents.

LENGTH OF CAMPAIGN BY NUMBER OF ALUMNI (FIGURE 14)

The campaign length reported by institutions with less than 10,000 alumni is unchanged since the 1994-95 survey. For institutions with more alumni, slightly fewer in each segment have campaigns of five years or less and slightly more have campaigns that last six to seven years, compared with 1994-95. However, only a small proportion of institutions have campaign periods over seven years, regardless of the number of alumni.

CASE Campaign Standards Regarding Length of Campaign Period

For purposes of these standards, the campaign period is the total time encompassed by the active solicitation period for the campaign, including the nucleus fund/advance-gifts phase. CASE recommends that no campaign period exceed seven years in duration. Generally speaking, shorter campaign periods are preferable to longer ones.

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LENGTH OF CAMPAIGN BY SIZE OF CAMPAIGN GOAL (FIGURE 15)

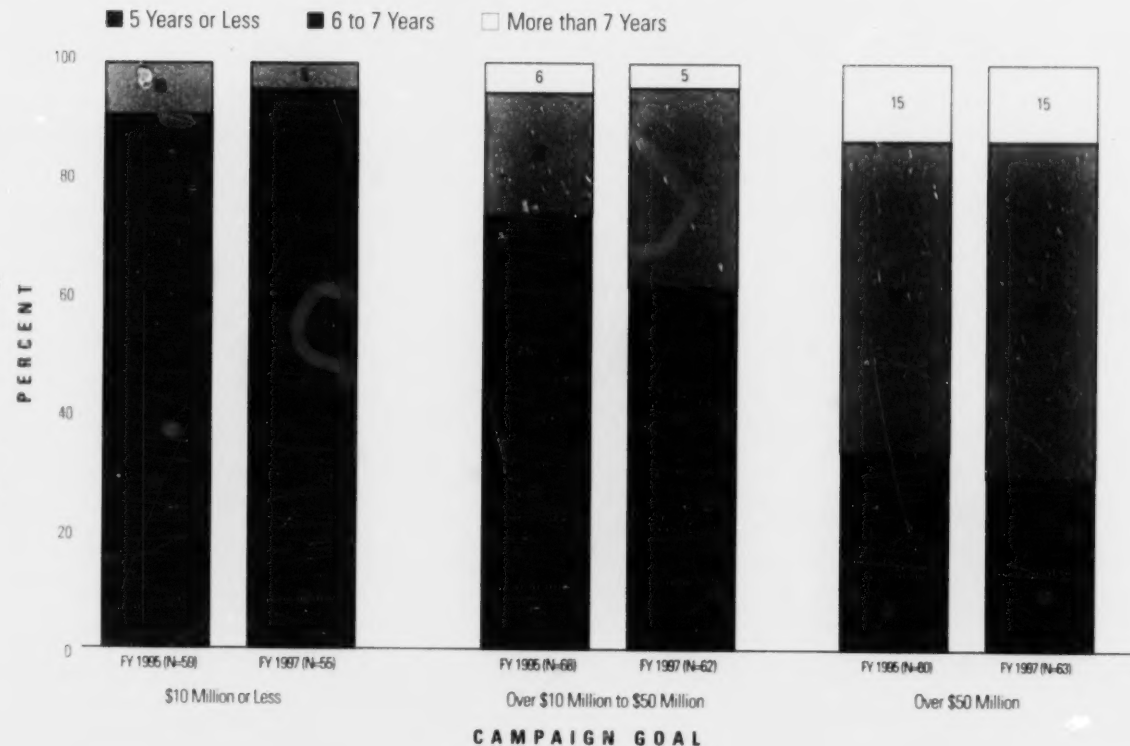
In general, as the size of the campaign goal increases, so does the length of the campaign period. The vast majority (95 percent) of campaigns of \$10 million or less have campaign periods of five years or less, and none has a campaign period of more than seven years. For institutions with campaign goals of over \$50 million, less than one-third (27 percent) have campaign periods of five or fewer years, more than half (58 percent) have campaign periods of six to seven years, and 15 percent have campaign periods of longer than seven years. These percentages are consistent with 1994-95 data. However, more institutions with campaign goals from over \$10 million to \$50 million are reporting campaign periods of six to seven years.

CASE Campaign Standards Regarding Length of Campaign Period

For purposes of these standards, the campaign period is the total time encompassed by the active solicitation period for the campaign, including the nucleus fund/advance-gifts phase. CASE recommends that no campaign period exceed seven years in duration. Generally speaking, shorter campaign periods are preferable to longer ones.

FIGURE 15

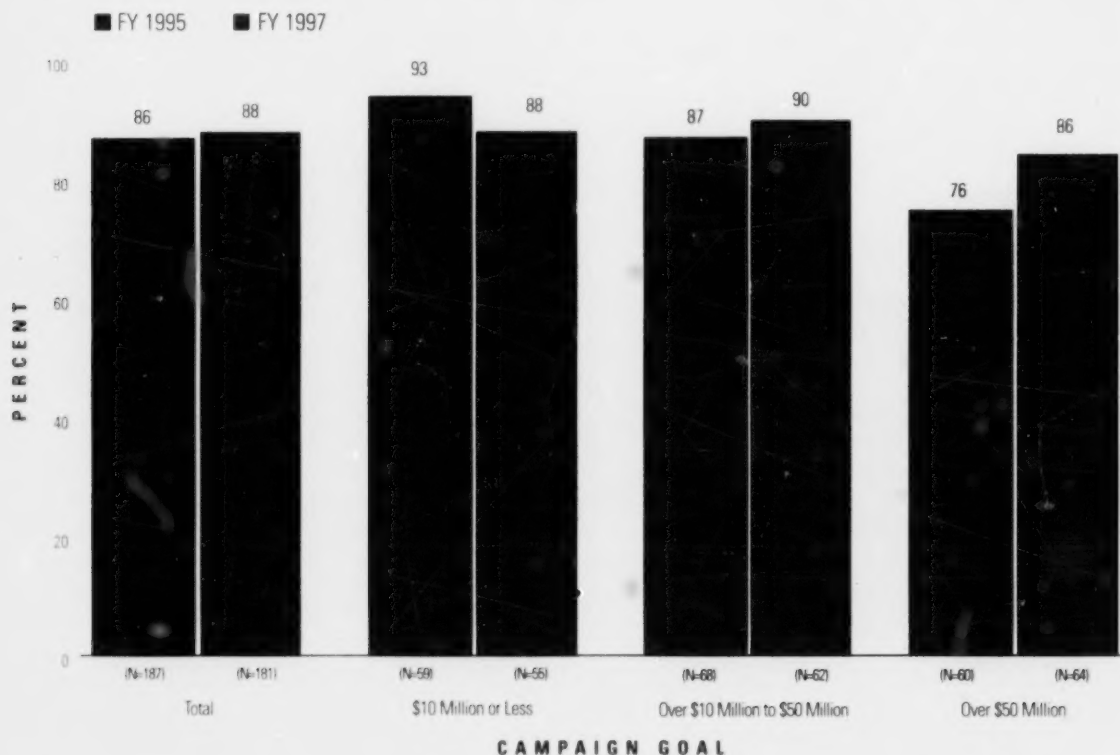
Length of Campaign by Size of Campaign Goal



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FIGURE 16

Institutions with Pledge-Payment Period of Five Years or Less by Size of Campaign Goal



INSTITUTIONS WITH PLEDGE-PAYMENT PERIOD OF FIVE YEARS OR LESS BY SIZE OF CAMPAIGN GOAL (FIGURE 16)

Overall, the vast majority of institutions (88 percent) have campaign pledge-payment periods of five years or less. This percentage is relatively unchanged since 1994-95. Interestingly, in 1994-95, the percentage of institutions with pledge-payment periods of five years or less decreased as the size of the campaign goal increased.

However, the percentages reported in 1996-97 are more consistent regardless of size of campaign goal. Those figures show pledge-payment periods of five years or less reported by 88 percent of institutions with goals of \$10 million or less, 90 percent of those with goals from over \$10 million to \$50 million, and 86 percent of those over \$50 million.

CASE Campaign Standards Regarding Pledge-Payment Period

The period in which donors may fulfill their pledges should not exceed five years.

* Caution: Very small base of respondents

** Indicates a significant difference from FY 1995 at the 95 percent confidence level

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INSTITUTIONS WITH PLEDGE-PAYMENT PERIOD OF FIVE YEARS OR LESS BY LENGTH OF CAMPAIGN (FIGURE 17)

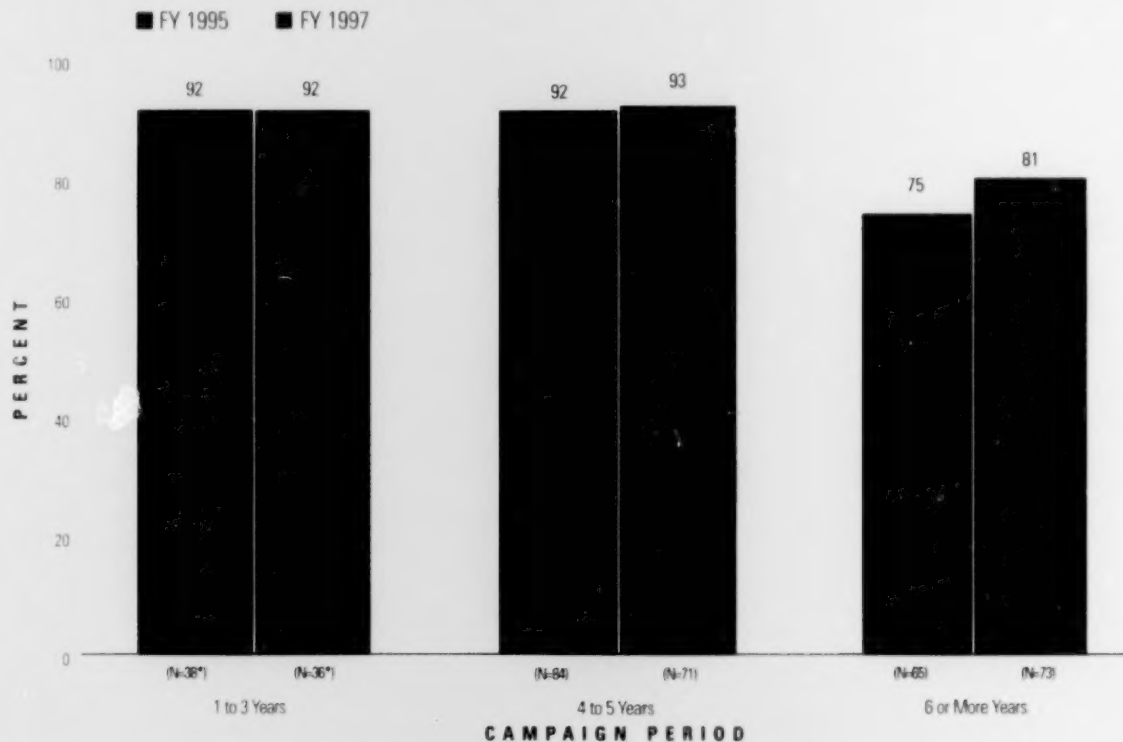
Almost all institutions that have a campaign lasting one to three years (92 percent) and four to five years (93 percent) have set a pledge-payment period of five years or less. This remains unchanged from the previous survey. However, slightly more institutions with campaigns lasting six or more years reported a pledge-payment period of five years or less in 1996-97 (81 percent compared with 75 percent in 1994-95).

CASE Campaign Standards Regarding Pledge-Payment Period

The period in which donors may fulfill their pledges should not exceed five years.

FIGURE 17

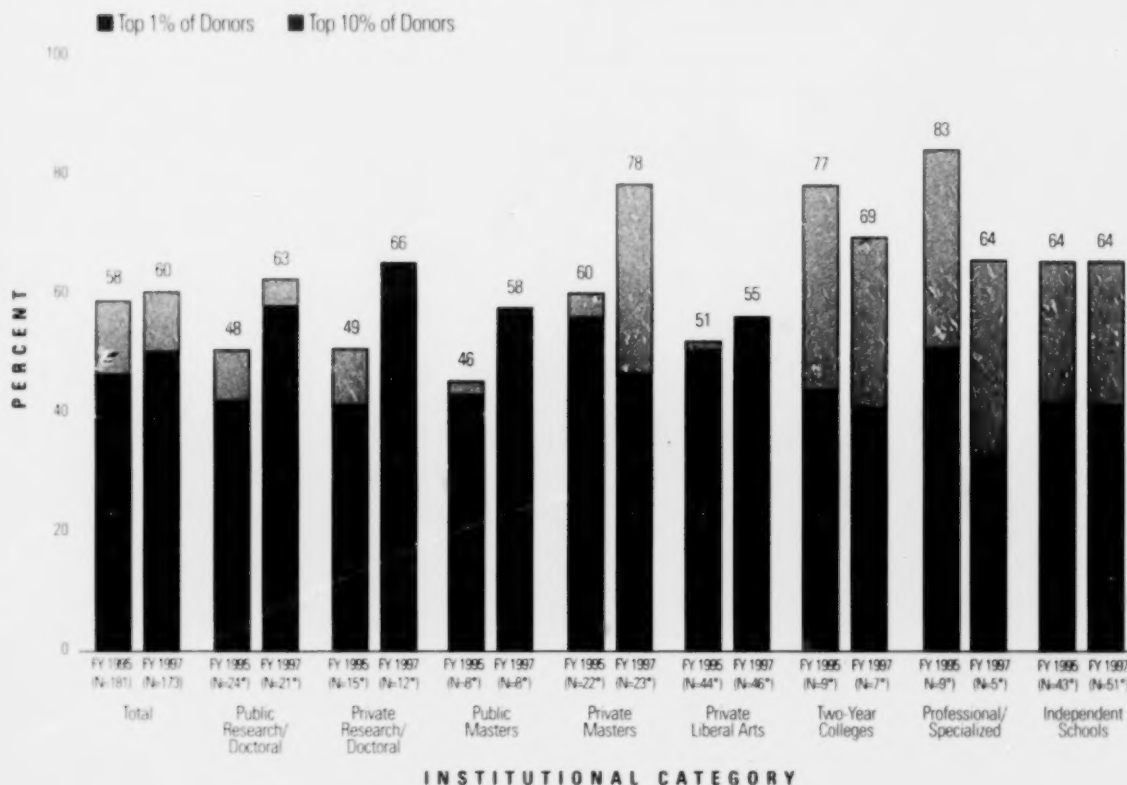
Institutions with Pledge-Payment Period of Five Years or Less by Length of Campaign



* Caution: Very small base of respondents

FIGURE 18

Mean Percent of Total Dollars Raised from Top Donors



Note: Based on face value of gifts.

*Caution: Very small base of respondents.

MEAN PERCENT OF TOTAL DOLLARS RAISED FROM TOP DONORS (FIGURE 18)

Across all institutional categories, half (50 percent) of the total dollars raised came from the top 1 percent of donors, and 60 percent came from the top 10 percent of the institutions' donor base. This is consistent with data collected in the previous survey.

For most institutional categories, between 40 percent and 66 percent of their total dollars come from the top 1 percent of donors. Private research/doctoral (66 percent), public masters (58 percent) and public research/doctoral institutions (58 percent) receive the largest percentage from these elite donors. Only professional/specialized institutions report less than 40 percent of total dollars raised coming from the top 1 percent of donors (32 percent).

All categories of institutions receive over half of their funding from the top 10 percent of donors, a proportion slightly higher than in 1994-95. Specifically, private masters institutions and two-year colleges receive 78 and 69 percent, respectively, while private and public research/doctoral universities, professional/specialized institutions, and independent schools all receive about two-thirds of their funding from the top 10 percent of donors.

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AMOUNT AND PURPOSE OF GOVERNMENT FUNDS REPORTED IN CAMPAIGN TOTALS

CASE Campaign Standards Regarding Government Funds

Governmental funds, whether local, state (including state matching grants), federal, or foreign, should be excluded from campaign report totals. It is recognized that certain state and federal government programs requiring private matching funds bear a special relationship to the encouragement of philanthropy. Nevertheless, the difference between public and private support is profound within the American tradition. Campaigns are clearly instruments of philanthropy, while governments are channels for the implementation of public policy. While both philanthropy and public policy may be motivated by compassion for others, only philanthropy involves the disposition of privately held resources for the public good. *Governmental funds should not be reported in campaign totals.*

Amount and Purpose of Government Funds Reported in Campaign Totals

These institutions began crediting gifts to their campaigns before the CASE Campaign Standards became effective on July 1, 1994 and include government funds in their totals. It is important to note that these institutions already had their policies in place and were not expected to change any policies midstream to accommodate the standards.

Amherst College	\$1,996,238	NSF and state grants for capital projects and student financial aid.
Augustana College	\$535,001	NSF, NIH, and state grants for institutional research and technology for the library
Beloit College	\$6,333,692	Scientific equipment, faculty research, program sponsorship
Culby College	\$512,600	NSF grants for laboratory renovations and other specific campaign objectives
Dickinson College	\$8,300,000	Federal and state grants for numerous purposes
Ginnell College	\$1,183,995	EPA, HUD, NIH, and NSF grants for curricular development and faculty research
Hampshire College	\$412,785	NSF grant for scientific equipment
Juniata College	\$3,139,512	NSF and NIH grants for scientific instrumentation improvements and science and research projects
Millersville University	\$1,163,715	NSF, DOE, and other grants for scientific equipment for buildings and faculty professional development
Mount St. Joseph College of	\$1,782,088	U.S. Title III grant for technical academic programs and development of new academic programs
North Carolina at Greensboro, University of	\$167,000	NEA and state matching grants for art acquisitions and professorships
St. Edward's University	\$1,658,355	U.S. Title III grants for capital projects
Saint Mary's University of Minnesota	\$381,784	NSF challenge grant for scientific equipment

This institution began crediting gifts to its campaign after the CASE Campaign Standards became effective and includes government funds in its campaign total:

Florida Foundation, University of	\$23,878,860	State of Florida matching gifts to endowment and buildings
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Institutions Not in Compliance with the CASE Campaign Standards

Cincinnati Foundation, University of

Life income agreements, life insurance gifts, and bequest expectancies are counted at face value regardless of age of donor or income beneficiary. CASE standards require deferred gifts to be reported at both the face value and at the discounted present value using the "applicable federal rate."

Claremont McKenna College

Bequest expectancies from those age 70 or older are credited at face value only; other bequest expectancies are discounted but not using the applicable federal rate; deferred gifts are counted at face value only. CASE standards require deferred gifts to be reported at both the face value and at the discounted present value using the "applicable federal rate."

Florida Foundation, University of

State matching gifts are included. CASE standards exclude governmental money of any kind from campaign totals.

Illinois Institute of Technology

Present value is calculated using a discount rate of 5 percent for the term of the deferment. CASE standards use the "applicable federal rate."

Iowa State University Foundation

Uses a discount rate of five percent to calculate present value of deferred gifts. CASE standards use the "applicable federal rate."

Southern Methodist University

Some undocumented oral pledges are included; selected gifts outside the nucleus-fund phase that address goals of the campaign are included; pledge-payment periods of some commitments exceed five years. CASE standards exclude oral pledges; state that no "reach-back" gifts should be included in campaign totals; and limit pledge-payment periods to five years.

INSTITUTIONS NOT IN COMPLIANCE WITH CASE CAMPAIGN STANDARDS

Thirteen of the institutions responding to the CASE campaign survey began their campaigns while the CASE Campaign Standards were in effect (beginning July 1, 1994) but do not comply with the standards, based on the information provided in their surveys. These institutions were given the option of being included in this report with the understanding that the report would identify these institutions and note the specific areas of noncompliance.

Six of the 13 institutions chose to be included and are noted with italic type in the Profiles section of this report. They are also listed here along with the specific policies that do not comply with the CASE Campaign Standards.

Institutional Profiles

Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA							CUMULATIVE RESULTS						SOURCES			
	Total	Current/ Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Testamentary Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Alumni Current/Outright @ Face Value + Deferred (if any) @ Face Value	Parents Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total				
Public Research/Doctoral																				
Alabama, The University of	165,000,000	165,000,000		5/92	7.2	C	PV	yes	170,741,050		26,979,522				197,720,572	170,741,050	90,998,934	74,963,958	845,209	845,209
Auburn University	175,000,000	113,750,000	61,250,000	9/94	6.3	C	PV	yes	85,899,329	80,589,722	21,565,098	13,574,053			201,628,802	166,489,651	93,192,953	71,172,991		
California-Berkeley, University of	1,100,000,000	1,100,000,000		9/96	7	C		no								638,143,021		216,449,694		
California-Los Angeles, University of	1,200,000,000			5/97	7	C		no	418,263,985		29,425,955		14,966,269		447,689,980	433,250,254	104,021,612	101,346,914	1,177,401	1,177,401
Cincinnati Foundation, University of	300,000,000				5	C	PV	yes		74,618,042		17,788,048			92,406,090	74,618,042	35,522,529	22,499,303	583,270	583,270
Florida Foundation, Inc., University of*	500,000,000			9/97	5	C	both	yes	143,523,530		72,526,896		9,302,509		216,050,426	152,826,039	81,829,098	35,170,741	400,341	391,943
Iowa State University Foundation	300,000,000			9/96	6	C	PV	yes	99,145,024		79,898,126		73,718,376		179,043,150	172,863,400	77,520,226	73,655,200	688,935	654,586
Massachusetts at Amherst, University of	125,000,000			10/96	6	C	both	no	38,892,294	0	4,894,256	0	1,781,925	0	43,786,540	40,674,209	19,901,006	16,931,691	626,198	626,198
Michigan, University of	1,000,000,000	850,000,000	150,000,000	9/92	7	C	PV	yes	1,101,026,181		314,136,512				1,415,162,693	1,101,026,181	733,254,066	497,033,409	6,268,604	6,268,604
Mississippi State University	110,000,000			4/93	5	C	PV	yes		100,855,740		42,425,320		15,998,093	143,281,060	116,853,833	76,957,764	58,143,289	1,008,557	1,008,557
Missouri-Rolla, University of	60,000,000			10/97	7	C		yes	23,211,212		3,586,273		1,847,309		26,717,485	25,058,521	13,867,025	12,023,396	44,355	44,355
Montana, University of	40,000,000	28,000,000	12,000,000	10/93	5	C	PV	yes	49,700,000				21,700,000		49,700,000	71,400,000		34,000,000		15,800,000
Nebraska Foundation, University of	250,000,000	250,000,000		5/96	7	C	PV	no	129,264,319	118,510,530	9,927,800	4,407,984	4,620,031	3,007,950	262,110,633	256,402,830	109,307,725	104,441,859		
North Carolina at Greensboro, University of*	42,850,000			3/94	5	C		yes	23,496,816				8,486,290		23,496,816	31,983,106	5,552,953	8,586,624	66,836	76,836
Oklahoma State University	125,000,000	97,000,000	28,000,000	8/95	6	C	PV	yes	55,117,829	33,468,193	18,257,605	9,964,060			116,798,686	88,577,021	44,968,346	22,856,607		
Oklahoma, The University of	250,000,000	250,000,000		4/95	6	C	PV	yes	166,375,085		6,772,000		6,558,080		172,147,085	171,933,165	82,270,843	82,064,323		
South Carolina, University of	300,000,000	275,000,000	25,000,000		6	C	PV	yes	22,982,477	52,583,612	15,620,375	7,246,331	5,134,700	1,496,803	98,045,795	81,867,742	28,132,215	19,760,285	138,387	138,387
Tennessee, The University of	308,000,000			10/94	6	C		yes	295,838,631		29,346,308				325,184,939	295,838,631				

INSTITUTION

Light = began campaign before effective date of the CASE Campaign Standards (July 1, 1994)
 Bold = began campaign while the CASE Campaign Standards were in effect and comply with the standards
 Italic = began campaign while the CASE Campaign Standards were in effect and do not comply with the standards (see Figure 20 for details on specific institutional policies)
 * = includes government money in totals (see Figure 19)
 (Blank space) = figure not reported
 ^ = two-phase campaign

CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus fund/advance-gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

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SOURCES

INSTITUTIONAL DATA

Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	STATE AND INSTITUTION
Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value					
40,104,793	29,260,247	26,006,323	26,006,323	39,480,070	39,480,070	3,400	3,400			281,843	281,843	150,212	352	231,000,000	18,006	AL Alabama, The University of
38,352,371	25,233,182	13,229,968	13,229,968	45,561,016	45,561,016					11,292,503	11,292,503	159,430	327,498,634	19,983		AL Auburn University
	142,071,884		136,079,863		119,800,362				3,291,637		20,459,671	353,566	36,882		29,600	CA California-Berkeley, University of
148,189,880	137,522,832	125,772,309	124,685,329	61,083,329	61,083,329					7,435,449	7,435,449	219,944	19,033	1,324,834,000	33,668	CA California-Los Angeles, University of
12,022,579	7,257,757	15,722,397	15,722,397	20,670,521	20,670,521					7,874,794	7,874,794	149,904		482,000,000	26,568	OH Cincinnati Foundation, University of
47,282,505	30,724,973	11,645,041	11,645,041	38,272,275	38,272,275					36,621,166	36,621,166	203,369	18,395	1,002,582,107	32,181	FL Florida Foundation, Inc., University of*
45,737,136	43,456,761	13,482,865	13,482,865	19,754,898	19,754,898					21,859,090	21,859,090	169,359	19,506	469,708,541	22,744	IA Iowa State University Foundation
3,623,988	3,480,972	2,472,907	2,472,907	13,289,604	13,289,604	0	0	0	0	3,872,929	3,872,929	164,829	39,696	383,323,246	22,263	MA Massachusetts at Amherst, University of
235,552,524	157,646,669	159,138,832	159,138,832	206,967,350	206,967,350					73,971,317	73,971,317	364,594	48,169	1,473,901,657	51,802	MI Michigan, University of
26,032,345	22,491,733	13,058,902	8,987,762	26,222,492	26,222,492							73,175		263,239,001	11,486	MS Mississippi State University
3,004,254	2,988,919	713,736	713,736	9,030,062	9,030,062					258,053	258,053	40,560	2,450	55,603,284	4,501	MO Missouri-Rolla, University of
			5,300,000		7,300,000							9,000,000	45,000	126,000,000	11,503	MT Montana, University of
40,832,169	39,139,886	44,381,175	44,381,175	65,318,899	65,197,001			2,270,665	2,242,907			260,000		700,000,000	33,655	NE Nebraska Foundation, University of
10,477,586	15,920,205	3,744,705	3,744,705	2,974,940	2,974,840					679,896	679,896	76,616	11,817	121,880,704	1,523	NC North Carolina at Greensboro, University of*
12,148,631	6,036,705	16,995,483	16,995,483	23,496,222	23,496,222					19,190,004	19,190,004			251,812,716	20,383	OK Oklahoma State University
9,807,516	9,807,516	39,314,833	39,314,833	40,746,493	40,746,493							183,362	14,900	560,500,000	19,553	OK Oklahoma, The University of
28,395,522	20,520,389	7,411,177	7,411,177	28,692,305	28,692,305					5,276,189	5,276,189	172,628	22,751	489,769,971	25,954	SC South Carolina, University of
												235,920		783,574,003	35,475	TN Tennessee, The University of

LIFE INSURANCE

Totals include life insurance counted at:

PV = face value

PV = present value

Both = face value and present value

TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals.

INSTITUTIONAL DATA

E&G Budget = Education and General Budget

FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA					CUMULATIVE RESULTS								SOURCES			
	Total	Current Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Testamentary Commitments	I Current Outright Gifts and Pledges: \$ Face Value		II Deferred Gifts: Future Commitments: \$ Face Value		III Deferred Gifts: Future Commitments: \$ Present Value		IV Current Outright: \$ Face Value + Deferred (if any): \$ Face Value	V Current Outright: \$ Face Value + Deferred (if any): \$ Present Value	Current Outright: \$ Face value + Deferred (if any): \$ Face value	Current Outright: \$ Face value + Deferred (if any): \$ Present value	Current Outright: \$ Face value + Deferred (if any): \$ Face value	Current Outright: \$ Face value + Deferred (if any): \$ Present value
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total				
Public Research/Doctoral (continued)																				
Texas Tech University	300,000,000	200,000,000	100,000,000		6	C	both	yes	68,150,461	0	2,238,000	0	1,340,541	0	71,397,461	70,500,902	11,867,765	10,970,306	53,347	53,347
Toledo: The University of	40,000,000			9/95	5	C	PV	yes	22,123,375	8,073,530	7,367,680		1,900,864		37,584,586	32,097,770	14,630,460	9,885,122		
Utah: University of	500,000,000	500,000,000		11/96	6	C		no	296,487,150						296,487,150	296,487,150	29,826,924	29,826,924		
Virginia Polytechnic Institute and State University (Virginia Tech)	250,000,000	187,500,000	62,500,000	9/95	6	C	PV	yes	173,106,957		75,378,188				248,485,145	173,106,957	115,163,286	60,729,598	3,714,101	2,682,967
Virginia: University of	750,000,000	750,000,000	100,000,000	10/95	7	C		no	514,394,090		40,112,195		12,260,819	0	555,106,285	527,254,909	215,326,415	186,746,794	6,629,608	6,203,583
Private Research/Doctoral																				
Brigham Young University & BYU-Hawaii Campus	250,000,000	210,000,000	40,000,000	4/96	7	C	PV	no	173,303,258	70,104,456	56,270,495	0	13,130,413	1,343,587	299,678,209	257,047,553		88,317,466		35,205,661
Carnegie Mellon University	350,000,000	318,000,000	32,000,000	11/97	6.5	C		no	133,795,062		80,170,141		30,318,474		213,969,203	164,117,536	60,756,076	53,934,731	619,209	619,209
Columbia University*	2,000,000,000			9/90	12	C		no	664,089,715	848,604,153	36,921,466				1,567,625,334	1,530,703,868	565,218,412	536,905,299	33,900,593	33,900,593
Dartmouth College	500,000,000	500,000,000		10/91	6	C	both	yes	499,398,218		68,631,212				568,229,430	499,398,218	312,513,694	261,425,833	25,736,061	25,457,642
Illinois Institute of Technology	250,000,000	245,300,000	4,700,000	11/96	5	C		yes	28,716,439		534,899		303,846		28,751,338	28,520,285	3,154,487	2,938,070	11,020	11,020
Johns Hopkins Institutions: The	900,000,000			10/94	8.5	C		yes	383,050,379	283,092,702	76,664,774	13,641,012	42,662,924	9,078,968	756,448,867	717,884,973	251,382,381	232,114,755	1,734,080	1,734,080
Northwestern University (Campaign for Scholarships)	60,000,000			4/94	5	V	PV	yes	49,966,789		16,476,465		10,064,735		66,443,234	60,031,504	26,543,452	21,863,793	2,698,111	2,453,429
Notre Dame: University of	767,000,000			5/95	7	C	PV	yes	297,380,000	155,749,418	92,239,777	63,039,357	45,017,107	18,094,242	598,408,553	506,150,758				
Princeton University	750,000,000			11/95	5	C	PV	no								491,648,000				
Rice University: William Marsh	119,600,000			10/94	5	V		no	102,907,418		17,700,000		9,561,556		120,607,418	112,668,974	71,999,846	64,985,430	650,000	650,000

INSTITUTION

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 (Blank space) = figure not reported
 * = two-phase campaign

CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus fund/advance-gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

SOURCES

INSTITUTIONAL DATA

Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	STATE AND INSTITUTION
Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value					
8,021,906	8,021,906	17,520,690	17,520,690	26,853,621	26,853,621	17,067	17,067	0	0	7,063,075	7,063,075	134,162		210,005,405	22,891	TX Texas Tech University
7,507,838	6,766,360	3,105,084	3,105,084	8,166,404	8,166,404	5,365	5,365			4,169,435	4,169,435	86,000		158,667,890	17,322	OH Toledo, The University of
24,623,119	24,623,119	115,464,988	115,464,988	100,506,511	100,506,511			25,065,608	25,065,608			180,537		957,916,000	21,000	UT Utah, University of
41,638,660	23,998,130	16,678,727	16,291,402	62,529,689	60,644,178					8,760,682	8,760,682	145,597	41,639	318,983,000	25,338	VA Virginia Polytechnic Institute and State University (Virginia Tech)
100,568,966	89,802,407	92,888,171	92,538,171	93,978,847	93,978,847					45,724,278	45,724,278	131,281	19,353	1,034,774	18,279	VA Virginia, University of
	52,273,299		24,664,427		56,586,700							285,691	23,391		31,408	UT Brigham Young University & BYU-Hawaii Campus
82,406,364	39,376,042	39,797,331	39,797,331	30,390,223	30,390,223							50,616	8,569		7,209	PA Carnegie Mellon University
279,172,579	270,564,226	335,211,277	335,211,277	282,961,069	282,961,069	233,350	233,350			70,928,054	70,928,054	226,217	19,860	1,235,000,000	16,457	NY Columbia University*
106,506,918	90,041,986	77,223,469	77,223,469	45,249,288	45,249,288							53,580	12,459	267,337,000	5,389	NH Dartmouth College
5,342,282	5,327,646	4,124,160	4,124,160	15,969,505	15,969,505					149,884	149,884	36,744	4,313	127,098,631	4,089	IL Illinois Institute of Technology
205,467,013	186,170,745	168,619,172	168,619,172	52,547,024	52,547,024					76,699,197	76,699,197	86,077		1,542,000,000	11,062	MD Johns Hopkins Institutions, The
31,296,842	29,809,453	5,550,829	5,550,829	354,000	354,000							152,976	10,709	598,600,000	13,712	IL Northwestern University (Campaign for Scholarships)
												90,620		282,654,900	10,150	IN Notre Dame, University of
												64,203	7,456	450,000,000	6,378	NJ Princeton University
13,329,777	12,205,749	19,098,767	19,098,767	15,393,270	15,393,270					135,758	135,758	33,717	na	205,000,000	4,285	TX Rice University, William Marsh

LIFE INSURANCE

Totals include life insurance counted at:
PV = face value
PV = present value
Both = face value and present value

TESTAMENTARY COMMITMENTS (BEQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
FTE Students = Full-time equivalent number of students enrolled

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INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA							CUMULATIVE RESULTS						SOURCES			
	Total	Current/Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Voluntary Contributions	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total				
Private Research/Doctoral (continued)																				
Saint Louis University	200,000,000	200,000,000		9/92		C	FV	no	160,002,612	38,953,934	9,591,733	65,412			208,613,691	198,956,546	52,495,370	48,991,444	5,162,111	5,096,423
Southern Methodist University	300,000,000	250,000,000	50,000,000	4/97	7	C	both	yes	152,679,232		34,735,756		11,735,403		187,614,988	164,614,635	138,233,487	120,724,906	8,461,151	7,638,206
Texas Christian University	100,000,000	100,000,000		11/94	5	C		no	97,339,926		11,072,656		4,653,350		108,412,582	101,993,276	34,517,099	29,707,484	4,622,801	4,603,146
Public Masters																				
California State University, Long Beach Beach	100,000,000			7/97	5	C		no	46,666,971	2,063,667	984,803			48,730,638	47,651,774	3,862,442	3,862,442	604,313	604,313	
Eastern Michigan University (EMU) Foundation	16,000,000			6/95	7	C	FV	yes	11,273,944	6,389,666	4,614,806			17,663,610	15,888,750	4,969,017	4,301,241	216,588	216,588	
Millersville University *	13,000,000	10,000,000	3,000,000	1/93	8	C	FV	yes	7,513,566	4,825,544	1,518,942			13,858,052	12,339,110	2,922,673	2,437,673	111,370	111,370	
Montevallo, University of	7,500,000	7,500,000		10/97	6	S		no	3,427,910					3,427,910	3,427,910	2,226,069	2,226,069			
Northeastern State University	1,150,000	1,150,000		11/94	3	C	FV	yes	1,296,710	164,091	575,000	1,000,000	18,270	1,000,000	3,035,807	2,479,077	2,207,236	1,770,148		
Southwest Texas State University	60,000,000	40,000,000	20,000,000	9/95	6	C	both	yes	47,391,491		4,332,572		1,199,993		51,724,063	48,591,484	34,311,093	32,094,098	193,336	193,336
SUNY College at Brockport	4,000,000	4,000,000		1/96	5	C		no	3,913,584		120,000		19,172		4,033,584	3,932,756	912,920	912,920	81,176	81,176
Winona State University Foundation	4,000,000	1,000,000		10/96	1			no	803,192					803,192	803,192					
Private Masters																				
Averett College	12,500,000	12,500,000		7/91	7	S	FV	yes	7,506,889		669,888		649,160		8,176,757	8,156,029	1,197,546	1,176,818	22,711	22,711
Azusa Pacific University	20,000,000	17,000,000	3,000,000	3/96	3	C		no	10,520,835		2,854,935		1,063,708		13,375,770	11,584,543	821,545	729,670	195,031	195,031
Bradley University	100,000,000	100,000,000		10/93	5	C		no	89,569,929						89,569,929	89,569,929	16,120,254	16,120,254	626,096	626,096

INSTITUTION

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CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus fund/advance-gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

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SOURCES

INSTITUTIONAL DATA

STATE AND INSTITUTION

Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	STATE AND INSTITUTION
Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value					
72,052,888	65,963,357	14,885,824	14,885,824	41,851,898	41,851,898	6,505,688	6,505,688	0	0	15,659,912	15,659,912	88,473	6,048	169,078,000	8,693	MO Saint Louis University
17,705,057	12,808,230	18,468,636	18,468,636	3,071,009	3,071,009	1,515,535	1,515,535			160,113	160,113	69,586	16,036	151,560,000	7,718	TX Southern Methodist University
27,225,899	25,635,863	27,714,190	27,714,190	11,034,089	11,034,089	2,534,904	2,534,904	120,838	120,838	642,762	642,762	43,875	8,100	132,569,000	6,119	TX Texas Christian University
6,725,717	5,646,853	2,837,538	2,837,538	33,837,831	33,837,831					922,797	922,797	135,467	39,912	174,563,000	20,327	CA California State University, Long
7,296,796	6,189,702	1,094,375	1,094,375	3,944,619	3,944,619	1,300	1,300			140,925	140,925	93,058	9,510	167,080,265	16,055	MI Eastern Michigan University/EMU Foundation
2,021,887	1,163,945	1,518,940	1,518,940	1,892,538	1,892,538			928,476	928,476	4,462,168	4,286,168	39,922		74,237,604	6,094	PA Millersville University*
152,103	152,103	267,500	267,500	725,000	725,000					57,238	57,238	21,000		22,148,151	2,557	AL Montevallo, University of
615,696	496,054	70,350	70,350	142,525	142,525							25,056		39,237,840	7,037	OK Northeastern State University
2,398,802	1,483,218	5,985,586	5,985,586	3,856,937	3,856,937					4,978,309	4,978,309	70,000	3,000	157,701,273	20,800	TX Southwest Texas State University
820,062	719,234	54,891	54,891	1,690,975	1,690,975	27,880	27,880			445,680	445,680	46,195	8,303	76,813,836	8,723	NY SUNY College
443,800	443,800	150,025	150,025	209,367	209,367							27,000	5,100	40,000,000	6,500	MN Winona State University Foundation
2,425,135	2,425,135	2,685,000	2,685,000	1,841,020	1,841,020					5,345	5,345	12,093	560	15,996,767	1,966	VA Averett College
8,952,760	7,253,408	3,085,672	3,085,672	30,000	30,000	290,762	290,762					13,000	2,250	63,000,000	2,300	CA Azusa Pacific University
37,029,863	37,029,863	4,235,577	4,235,577	31,558,139	31,558,139							42,542	5,208		5,900	IL Bradley University

LIFE INSURANCE

Totals include life insurance counted at:

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Both = face value and present value

TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget

FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA					CUMULATIVE RESULTS						SOURCES					
	Total	Current/ Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Regulatory Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Alumni		Parents	
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value
Private Masters																				
Capital University (Campaign for Law School Building)	11,400,000	11,400,000		11/97	5	S	PV	yes	10,398,713		332,540		100,000		10,731,213	10,438,713	937,857	925,357	89,785	89,785
Cardinal Stritch University	2,000,000	2,000,000		12/95	4.3	C		yes	1,940,116	0	100,000	0			2,040,116	1,940,116	286,272	286,272	12,611	12,611
Creighton University	100,000,000			9/94	6	C		yes	78,485,467	4,838,690	13,316,375				96,640,532	83,324,157	38,428,261	29,910,361	1,559,113	1,559,113
Dubuque University of	19,500,000	19,500,000		9/96	5.5	C	PV	no	10,582,329				116,308		10,582,329	10,698,637	4,680,844	4,797,152		
Evansville University of	2,000,000	2,000,000		7/95	4	S	PV	no	2,032,846		32,313		0		2,065,159	2,032,846	286,956	286,956		
Fairleigh Dickinson University	8,000,000	8,000,000		12/95	3	V	PV	no	7,665,424		200,000		166,667		7,865,424	7,832,091	2,478,172	2,444,839		
Fresno Pacific University (Cockerham Track)*	1,250,000		1,250,000	3/96	5	C		no	327,157						327,157	327,157	313,057	313,057	11,600	11,600
Friends University	2,000,000	2,000,000			2.5	C		no	2,818,047						2,818,047	2,818,047	907,792	907,792	8,715	8,715
Gannon University	8,500,000			9/91	5	C	PV	yes	6,235,717	1,189,752	6,192,137	1,741,444			15,358,050	7,424,469	2,734,213	974,105		
Incarnate Word, University of the	6,200,000	6,200,000		9/94	3	C		no	6,478,770						6,478,770	6,478,770	667,000	667,000	9,610	9,610
Ithaca College	10,500,000	10,500,000		3/97	2	S		no	8,009,279						8,009,279	8,009,279	551,221	551,221	28,205	28,205
Loyola Marymount University	128,000,000	108,000,000	20,000,000	9/94	6	C		no	97,629,967	18,254,851			7,173,060		115,884,818	123,057,878	24,745,812	29,849,902	2,304,756	2,304,756
Madonna University	15,000,000	14,000,000	1,000,000	7/96	6	C		no	8,190,981						8,190,981	8,190,981	493,339	493,339	71,616	71,616
Mount St. Joseph College of*	14,500,000	11,500,000	3,000,000	9/94	6	C	PV	yes	10,647,697		2,894,253		2,697,172		13,541,950	13,344,869	2,873,308	2,841,227	473,700	473,700
Pacific Lutheran University	52,000,000	28,300,000	23,700,000	1/96	5	C	PV	yes	28,754,266		45,609,885		5,393,764		74,344,151	34,128,030	30,619,519	6,907,029	3,713,727	1,011,727
St. Edward's University*	22,000,000	22,000,000		7/96	4	C		no	42,617,517	1,222,920	2,469,651				46,310,088	43,840,437	21,188,007	21,133,007	324,339	324,339
Saint Francis College	18,000,000	14,000,000	4,000,000		5	C	PV	no	4,904,336		1,395,000		942,996		6,299,336	5,847,332	1,758,666	1,756,475	33,742	33,742
Saint Martin's College	9,500,000	9,500,000		5/97	5	S		no	5,841,124						5,841,124	5,841,124	2,610,779	2,610,779		
Saint Mary's University of Minnesota *	15,000,000	15,000,000		6/93	5	S		no	14,975,104				234,148		14,975,104	15,209,252	8,903,672	9,137,820	739,286	739,286

^{*} This institution was inadvertently omitted from the overall analysis of data presented in the Data Summaries section. This omission does not change the usefulness of the overall results reported here.

INSTITUTION

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CAMPAIGN DATA

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CAMPAIGN SCOPE

S = single unit (school, center, etc.)
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SOURCES												INSTITUTIONAL DATA				STATE AND INSTITUTION
Other Individuals	Foundations	Corporations	Religious Organizations	Fund-Raising Consortia	Other							Alumni of Record	Parents of Record	E&G Budget	FTE Students	
Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value					
1,207,929	987,929	888,795	888,795	7,320,847	7,320,847					286,000	286,000	28,543	2,689	40,091,630	3,382	OH Capital University (Campaign for Law School Building)
673,149	573,149	313,000	313,000	733,876	733,876	100	100	0	0	21,108	21,108	12,000		20,000,000	3,500	WI Cardinal Stritch University
13,877,161	9,079,886	26,431,687	26,431,687	13,582,117	13,582,117	2,102,667	2,102,667			659,526	659,526	42,710	3,970	172,488,000	55,943	NE Creighton University
5,381,658	5,381,658	281,333	281,333	131,865	131,865			106,629	106,629			7,338	520	10,122,451	778	IA Dubuque University of
1,022,958	990,645	400,000	400,000	355,245	355,245							23,000		43,426,757	3,080	IN Evansville University of
2,675,934	2,675,934	509,500	509,500	2,192,000	2,192,000					9,818	9,818	66,380	428	86,000,000	4,806	NJ Fairleigh Dickinson University
1,000	1,000			1,500	1,500							6,855		19,802,862	1,084	CA Fresno Pacific University (Cockerham Track) ⁹
1,759,073	1,759,073	32,000	32,000	1,610	1,610					108,857	108,857	12,000	2,386	19,751,335	2,715	KS Friends University
9,318,498	3,145,025	642,651	642,651	2,595,188	2,595,188	55,000	55,000			12,500	12,500	20,571	not available	33,679,000	2,797	PA Gannon University
2,186,093	2,186,093	2,893,500	2,893,500	575,809	575,809	12,500	12,500			134,258	134,258	12,500	914	34,171,197	2,566	TX Incarnate Word, University of the
401,753	401,753	7,003,000	7,003,000	25,100	25,100							32,468	14,058	100,420,402	5,675	NY Ithaca College
16,128,117	18,197,087	57,535,138	57,535,138	6,039,979	6,039,979	8,580,301	8,580,301	0	0	550,715	550,715	39,535	3,909	99,155,676	5,805	CA Loyola Marymount University
2,441,581	2,441,581	2,355,656	2,355,656	1,629,496	1,629,496	100,000	100,000	387,385	387,385	711,908	711,908	12,399		20,203,701	2,670	MI Madonna University
2,881,470	2,716,470	3,291,750	3,291,750	2,049,634	2,049,634	0	0	0	0	1,972,088	1,972,088	11,000	2,600	21,000,000	1,552	OH Mount St. Joseph, College of ⁸
31,815,241	18,068,610	2,531,738	2,531,738	2,955,987	2,955,987	1,023,452	1,023,452	839,614	839,614	844,873	789,873	24,255	7,786	52,336,064	3,853	WA Pacific Lutheran University
9,052,333	6,637,682	9,919,982	9,919,982	3,334,160	3,334,160	277,100	277,100			2,214,167	2,214,167	12,077	1,634	22,039,000	2,430	TX St. Edward's University ⁸
3,362,038	2,912,225	143,547	143,547	931,343	931,343	70,000	70,000					11,002	1,093	17,573,389	1,329	PA Saint Francis College
1,081,546	1,081,546	1,076,000	1,076,000	711,886	711,886	250,000	250,000			110,913	110,913	8,324	750	14,103,907	760	WA Saint Martin's College
1,077,699	1,077,699	2,112,193	2,112,193	1,062,867	1,062,867			663,712	663,712	415,675	415,675	13,169	5,577	29,839,963	2,607	MN Saint Mary's University of Minnesota ⁸

LIFE INSURANCE

Totals include life insurance counted at:
 FV = face value
 PV = present value
 Both = face value and present value

TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA						CUMULATIVE RESULTS						SOURCES				
	Total	Current/ Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Testamentary Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total				
Private Masters (continued)																				
St. Thomas University of	120,000,000			9/96	8	C		yes	82,414,055		17,544,001		13,505,049		99,958,066	99,919,104	49,433,299	46,074,536	242,158	242,158
Spring Hill College	17,000,000	17,000,000		4/92	5.5	C		no	14,707,004	160,000	3,428,000		1,838,000		18,295,004	16,705,004	8,252,362	6,874,862	3,004,255	2,853,755
Private Liberal Arts																				
Adrian College	15,000,000			10/97	5	C	both	no	2,174,202		690,000		198,795		2,864,202	2,372,997	818,267	412,062	44,119	44,119
Allentown College of St. Francis de Sales	6,700,000	6,700,000		9/95	4	V		no	7,955,946						7,955,946	7,955,946	693,788	693,788	110,346	110,346
Alma College	33,000,000	13,200,000	19,800,000	10/96	5	C	PV	yes	4,227,291	15,201,613		4,495,378		265,762	23,924,282	19,694,666	9,973,086	8,218,359	4,147,007	2,134,533
Alvema College	5,000,000	5,000,000		10/96	2	V		no	2,133,678						2,133,678	2,133,678	47,575	47,575	860	860
Amherst College*	200,000,000			11/96	8	C	PV	no	92,351,494		17,790,331		6,222,280		110,141,825	98,573,774	85,396,612	77,266,168	1,716,043	1,636,315
Augustana College*	80,000,000	62,575,000	17,425,000	1/97	7	C		yes	36,218,711	1,043,034	8,275,921	0	3,132,329	0	45,537,666	40,394,074	16,726,643	13,568,225	1,079,085	530,813
Barnard College	125,000,000	125,000,000		7/90	13	C		no	97,925,418		4,006,057		1,815,304		101,931,475	99,740,722	59,226,698	57,151,368	10,282,601	10,281,182
Bates College	50,000,000	50,000,000		10/93	5	C	PV	no	48,453,135	0	7,084,115	0	2,864,430	0	55,537,250	51,317,535	40,140,230	36,199,545	2,162,579	2,162,579
Belmont College*	100,000,000			6/92	10.5	S	PV	yes							96,506,543	96,506,543				
Bethany College	35,000,000			5/95	6	C	PV	yes	26,042,562		4,071,900		1,732,637		30,114,452	27,775,189	13,628,801	11,283,109	44,089	44,089
Bowdoin College	125,000,000	125,000,000		10/95	5	C	PV	no	60,232,473	27,730,573	2,189,684	826,899	383,322	101,676	90,979,629	88,448,044	66,583,138	64,423,783	2,672,653	2,672,653
Carleton College	140,000,000	105,000,000	35,000,000	10/96	7	C	PV	yes	81,908,727		31,495,092		20,135,587		113,403,819	102,044,314	71,485,370	61,269,369	7,950,270	7,137,374
Carlow College	20,000,000	20,000,000		1997	5	C		no	7,404,400	0	0	0	0	0	7,404,400	7,404,400	633,600	633,600	0	0
Cedar Crest College	12,000,000	12,000,000		5/96	4	C		no	9,238,465						9,238,465	9,238,465	3,523,989	3,523,989	77,937	77,937
Centre College	60,000,000	38,000,000	22,000,000	4/94	5	C	PV	yes	39,181,133	4,859,225	11,411,750	16,474,073			71,926,181	44,040,358	47,188,253	22,607,430	362,076	362,076

INSTITUTION

Light = began campaign before effective date of the CASE Campaign Standards (July 1, 1994)
Bold = began campaign while the CASE Campaign Standards were in effect and comply with the standards
italic = began campaign while the CASE Campaign Standards were in effect and do not comply with the standards (see Figure 20 for details on specific institutional policies)
 * = includes government money in totals (see Figure 19)
 (Blank space) = figure not reported
 * = two-phase campaign

CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus fund/advance gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

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SOURCES												INSTITUTIONAL DATA				STATE AND INSTITUTION
Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	
Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value					
21,664,964	20,984,795	15,922,745	15,922,745	9,377,904	9,377,904	1,573,606	1,573,606	651,797	651,797	1,091,563	1,091,563	41,134	5,289	106,100,000	7,146	MN St. Thomas, University of
3,269,059	3,207,059	2,198,414	2,198,414	1,211,582	1,211,582	9,875	9,875	274,418	274,418	75,039	75,039	8,930	1,024	18,876,464	1,134	AL Spring Hill College
498,845	413,845	365,625	365,625	167,496	167,496	115,853	115,853	104,079	104,079	749,918	749,918	9,583	4,519	11,600,000	1,044	MI Adrian College
4,571,562	4,571,562	1,693,000	1,693,000	786,250	786,250	101,000	101,000					5,525	3,323	22,926,297	1,670	PA Allentown College of St. Francis de Sales
5,979,933	5,517,518	3,513,000	3,513,000	298,598	298,598	7,394	7,394			5,264	5,264	11,196	4,223	29,663,000	1,320	MI Alma College
879,600	879,600	269,500	269,500	730,543	730,543	200,000	200,000			5,600	5,600	3,400	682	11,956,881	1,093	PA Alvernia College
14,297,003	10,939,124	4,119,518	4,119,518	2,616,411	2,616,411					1,996,238	1,996,238	17,232	3,447	70,929,007	1,609	MA Amherst College*
7,467,132	6,000,230	16,316,699	16,315,699	2,453,623	2,453,623	478,013	478,013	232,196	232,196	784,275	784,275	16,663	5,202	27,285,283	2,188	IL Augustana College*
11,109,811	10,995,807	14,368,876	14,368,876	6,243,114	6,243,114			101,703	101,703	598,672	598,672	23,217		42,942,044	2,239	NY Barnard College
5,313,178	5,034,178	5,886,100	5,886,100	1,931,161	1,931,161	0	0	0	0	104,002	104,002	15,618	3,412	50,468,480	1,672	ME Bates College
												15,356		28,000,000	1,159	WI Beloit College*
8,739,406	8,745,835	3,207,502	3,207,502	3,207,039	3,207,039	458,188	458,188	164,229	164,229	665,198	665,198	10,087	672	18,384,000	712	WV Bethany College
10,268,871	9,896,641	7,277,791	7,277,791	4,101,117	4,101,117					76,059	76,059	14,195		41,866,000	1,519	ME Bowdoin College
4,549,188	4,218,580	21,762,409	21,762,409	6,640,582	6,640,582	0	0	1,016,000	1,016,000	0	0	22,254	18,448	56,600,000	1,867	MN Carleton College
2,445,500	2,445,500	2,300,300	2,300,300	1,025,000	1,025,000	1,000,000	1,000,000	0	0	0	0	7,856	395	19,766,781	1,606	PA Carlow College
2,149,231	2,149,231	2,953,956	2,953,956	502,909	502,909	21,008	21,008			9,435	9,435	8,687	2,751	17,002,456	1,216	PA Cedar Crest College
12,383,177	9,088,177	7,851,543	7,851,543	2,562,000	2,562,000					1,569,132	1,569,132	10,169	1,200	21,214,335	965	KY Centre College

LIFE INSURANCE

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TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA						CUMULATIVE RESULTS										SOURCES			
	Total	Current/ Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Restatement Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value			
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I, II Total	I, III Total							
Private Liberal Arts (continued)																							
Claremont McKenna College	100,000,000	80,000,000	20,000,000	10/96	5	C		yes	52,039,920	0	16,350,809	0			68,390,729	52,039,920							
Cotuit College*	100,000,000			10/94	8.5	S		no	93,969,414		6,807,557		2,584,891		100,776,971	96,554,305	38,087,325	35,340,032	5,686,096	4,943,799			
Cornell University	130,000,000	86,000,000	44,000,000	9/94	5	C	FV	yes	115,918,023		9,754,074		6,213,345		125,672,097	122,131,368	100,560,589	97,019,860	4,448,264	4,448,264			
Dickinson College*	43,000,000			5/94	7	C	FV	yes	22,144,891	8,357,126	9,561,229	3,662,548			43,725,794	30,502,017	24,523,081	14,123,064	3,282,933	3,040,683			
Dordt College	16,000,000	14,000,000	2,000,000	11/94	7	C	FV	yes	10,274,249	250,000	2,626,854				13,151,103	10,524,249	3,177,513	2,864,348	4,322,295	3,218,008			
Emory & Henry College	40,000,000	30,000,000	10,000,000	4/98	5	C	PV	yes	6,597,187	2,403,234	4,043,489		2,352,223		13,043,910	11,352,644	4,362,727	3,004,566	8,110	8,110			
Franklin & Marshall College	125,000,000	125,000,000		10/97	4.5	C	FV	yes	34,449,000		32,650,000				67,099,000	34,449,000	42,618,000	17,731,000	647,000	634,000			
Gordon College	38,000,000	30,800,000	7,200,000	10/97	5	C	both	yes	17,591,487	0	3,878,187	0	3,401,021	0	21,469,674	20,992,508	1,822,778	1,690,569	4,272,978	4,090,192			
Goucher College	40,000,000	40,000,000		5/96	5	C	PV	no	35,234,714		4,610,519		3,107,449		39,845,233	38,342,163	31,261,393	30,135,001	241,637	175,320			
Grinnell College*	75,000,000	60,000,000	15,000,000	9/95	7	C		no	58,490,151		4,878,447		2,095,969		63,368,598	60,586,120	43,160,768	41,378,256	896,306	716,308			
Hampden-Sydney College	56,000,000			1/95	9	C		yes	48,000,000		12,300,000				60,300,000	48,000,000							
Hampshire College*	25,000,000	24,000,000	1,000,000	6/95	5.5	C		no	18,197,411		299,386		40,991		18,496,797	18,238,402	2,541,778	2,541,778	3,269,981	3,249,995			
Hebart and William Smith Colleges	75,000,000			10/94	6	C		no	46,097,863		26,752,778		13,559,027		72,850,641	59,656,890	50,947,931	38,290,031	4,150,843	4,150,843			
Juniata College*	30,000,000			10/93	9	C	FV	no	31,918,358		9,923,725		4,273,347		41,842,083	36,191,705	19,584,211	14,925,013	252,238	252,238			
Marion College	8,000,000	8,000,000		3/97	4	C		no	2,508,883						2,508,883	2,508,883	232,124	232,124	16,665	16,665			
McMurry University	20,443,500			2/98	5	C		no	4,466,384		6,466,794		4,886,408		10,933,178	9,352,792	6,992,088	5,422,970	2,450	2,450			
Minion University	75,000,000			10/96	7	C	both	yes	21,278,110		6,283,821		4,363,139		27,561,931	25,641,249	16,219,403	14,416,201	3,980	3,980			
Morningside College	40,000,000	30,000,000	10,000,000	97-98	5	C		yes	5,831,863	3,643,539	4,825,000		4,215,000		14,300,402	13,690,402	7,085,557	6,485,557	1,220	1,220			

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CAMPAIGN DATA

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CAMPAIGN SCOPE

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 V = several units (but not all)
 C = comprehensive (entire institution)

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SOURCES												INSTITUTIONAL DATA				STATE AND INSTITUTION
Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	
Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value					
												7,202	6,653	31,000,000	953	CA Claremont McKenna College
27,876,995	27,143,919	26,896,986	26,896,986	1,987,227	1,987,227					242,342	242,342	21,000		49,542,000	1,764	ME Colby College*
10,734,870	10,734,870	5,730,001	5,730,001	4,198,373	4,198,373							25,178	7,134	80,117,955	2,800	NY Colgate University
7,944,677	6,941,256	4,997,233	4,289,220	2,757,733	1,954,641	65,015	65,015	37,775	16,662	117,347	71,476	19,031		49,655,359	1,734	PA Dickinson College*
4,259,408	3,050,006	250,000	250,000	984,288	984,288	157,599	157,599					9,955		16,370,312	1,246	IA Dordt College
2,385,201	2,052,096	5,390,647	5,390,647	168,191	168,191	417,472	417,472	171,503	171,503	140,059	140,059	8,822		16,450,085	905	VA Emory & Henry College
18,026,000	10,276,000	3,264,000	3,254,000	2,369,000	2,369,000	0	0	0	0	175,000	175,000	22,544	4,370	59,613,000	1,770	PA Franklin & Marshall College
10,692,294	10,530,123	4,021,097	4,021,097	490,771	490,771	14,406	14,406	11,692	11,692	143,658	143,658	12,847	4,575	22,931,766	1,203	MA Gordon College
2,705,513	2,395,152	4,042,785	4,042,785	1,582,945	1,582,945					10,960	10,960	11,786	2,589	20,090,000	1,126	MD Goucher College
5,830,782	5,010,814	7,376,044	7,376,044	4,017,547	4,017,547	1,413	1,413	380,011	380,011	1,705,727	1,705,727	17,325	4,988	45,537,635	1,336	IA Grinnell College*
												7,418	3,931	24,630,848		VA Hampden-Sydney College
2,544,345	2,424,936	9,043,614	9,043,614	555,480	555,480	0	0	28,151	28,151	513,448	394,448	7,470	8,295	31,484,344	1,084	MA Hampshire College*
4,544,666	4,108,815	10,548,226	10,548,226	1,479,026	1,479,026	27,176	27,176	88,818	88,818	963,955	963,955	17,381		31,554,000	1,788	NY Hobart and William Smith
10,578,015	9,586,835	5,692,602	5,692,602	2,278,019	2,278,019	317,486	317,486			3,139,512	3,139,512	10,927	6,238	20,800,000	1,160	PA Juniata College*
270,146	270,146	1,125,652	1,125,652	590,403	590,403	20,401	20,401	195,998	195,998	57,494	57,494	6,449	40	15,376,126	1,080	IN Marian College
3,055,412	3,044,144	649,370	649,370	79,788	79,788	154,070	154,070					8,125	140	14,835,633	1,164	TX McMurry University
6,665,382	6,547,902	2,735,584	2,735,584	1,737,454	1,737,454			47,500	47,500	152,628	152,628	14,749	2,452	34,278,000	1,847	IL Millikan University
4,070,286	4,060,286	1,806,571	1,806,571	1,234,112	1,234,112	96,229	96,229			6,427	6,427	14,167	1,065	12,316,400	951	IA Morningside College

LIFE INSURANCE

Totals include life insurance counted at:
 PV = face value
 PV = present value
 Both = face value and present value

TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA					CUMULATIVE RESULTS								SOURCES			
	Total	Current/ Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Testamentary Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total				
Private Liberal Arts (continued)																				
Oakland College	65,000,000	58,750,000	6,250,000	6/94	5	C		no	55,083,573	2,910,068	10,883,608		5,391,689		68,877,249	63,365,330	23,347,778	19,548,378	2,072,513	1,770,620
Oakland University of the	16,400,000	16,400,000			3	C		no	19,421,018						19,421,018	19,421,018	1,528,014	1,528,014		
Pomona College	150,000,000			3/97	7			no	40,440,832	2,364,286	17,686,947	122,569	7,569,164	48,249	60,614,634	50,422,531	34,682,367	27,095,452	880,914	458,273
Puget Sound University of	50,000,000			10/97	7	C		no	19,213,505	3,328,663	3,151,078	15,000	1,389,142	6,477	25,700,246	23,929,787	7,697,208	5,980,238	651,688	651,688
Rackham College	100,000,000			5/96	8			yes	37,670,972		5,689,757				43,360,729	37,670,972	37,660,267	32,420,175		
Randolph-Macon College	41,500,000	37,500,000	4,000,000	10/95	7	C		no	31,214,440		6,904,785		3,865,127	*	38,119,225	35,079,567	21,924,663	18,646,135	2,141,627	2,016,627
Reed College	80,000,000			10/95	6	C		no	42,710,373		4,236,525		3,005,000		46,946,898	45,715,373	15,648,939	15,282,424	2,224,849	2,181,734
Saint Mary's College	80,000,000			10/94	7	C	PV	yes	22,249,179	3,000,000	2,210,379	0	239,568	0	27,459,556	25,488,747	9,583,179	9,583,179	4,710,164	4,710,164
St. Lawrence University	75,000,000	55,000,000	20,000,000	9/97	7	C	both	no	30,392,671		9,065,758		5,654,095		39,458,429	36,046,766	31,828,742	29,874,712	3,054,513	2,608,726
Silver Lake College	3,000,000	3,000,000		1/97	2	C		no	3,217,016						3,217,016	3,217,016	1,320,898	1,320,898	27,415	27,415
South The University of the	151,500,000	91,500,000	60,000,000	10/93	7	C	PV	yes	16,412,306	34,349,083	20,663,897	59,098,257	16,320,899	41,648,287	130,523,543	108,730,575	69,881,230	53,491,789	16,236,629	15,405,558
Stonehill College	20,000,000	20,000,000		11/94	5	C		yes	17,089,774	583,637	2,165,000		2,000,000		19,838,411	19,673,411	3,769,896	3,679,896	3,031,197	3,031,197
Union College	5,000,000	4,500,000	500,000	4/98	3	S		yes	823,158		56,000		14,554		879,158	837,712	209,532	168,086		
Unity College	1,500,000			4/96	4	V		no	290,247		160,000		39,546		450,247	329,793	3,918	3,918	169,650	49,196
Warren Wilson College	15,000,000	15,000,000		10/94	4.5	C		yes	11,244,980	1,392,300	1,221,258		780,368		13,858,538	13,417,648	774,526	699,939	258,896	258,896
Wells College	50,000,000			7/95	7	C	PV	no	27,432,707		9,522,428				36,955,135	27,432,707	18,623,673	14,044,567	2,085,277	1,085,277
Wheaton College (MA)	65,000,000	50,000,000	15,000,000	10/95	7	C	PV	yes	35,589,439						35,589,439	35,589,439	22,811,125	22,811,125	1,650,686	1,650,686

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INSTITUTION

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 * = includes government money in totals (see Figure 19)
 • = (Blank space) = figure not reported
 ^ = two-phase campaign

CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus fund/advance-gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

Institutional Profiles

SOURCES												INSTITUTIONAL DATA				STATE AND INSTITUTION
Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	
Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value	Current/Outright + Face Value + Deferred (if any) + Present Value					
25,538,178	24,147,562	15,344,293	15,344,293	1,501,852	1,501,852	26,939	26,939	590,787	590,787	454,909	454,909	21,136	9,323	48,138,930	1,495	CA Occidental College
3,775,937	3,775,937	11,817,849	11,817,849	404,114	404,114	515,978	515,978	191,307	191,307	1,187,819	1,187,819	4,274	476	7,009,605	527	AR Ozarks, University of the
14,424,922	12,242,375	9,706,611	9,706,611	706,343	706,343	0	0	192,712	192,712	20,765	20,765	17,963	5,260	56,297,160	1,525	CA Pomona College
8,086,277	8,032,780	6,370,514	6,370,514	1,937,008	1,937,008	237,541	237,541	521,948	521,948	198,062	198,062	22,779		62,000,000	2,782	WA Puget Sound, University of
5,700,482	5,250,797											31,589				MA Radcliffe College
7,331,870	7,695,740	2,295,310	2,295,310	3,331,872	3,331,872	1,093,883	1,093,883					7,805	1,342	19,975,000	1,065	VA Randolph-Macon College
23,874,342	23,052,447	4,363,638	4,363,638	835,130	835,130							11,041		30,140,398	1,295	OR Reed College
4,005,348	2,034,537	6,938,643	6,938,643	2,259,454	2,259,454	47,195	47,195	0	0	15,575	15,575	18,161	11,811	27,686,465	1,416	IN Saint Mary's College
2,082,427	2,080,581	1,386,500	1,386,500	889,063	889,063					207,184	207,184	20,563	4,561	57,643,415	2,026	NY St. Lawrence University
333,491	333,491	740,750	740,750	494,462	494,462	300,000	300,000					3,818	506	6,441,828	723	WI Silver Lake College
34,397,456	29,825,000	4,872,754	4,872,754	2,474,405	2,474,405	2,661,069	2,661,069					11,822	6,232	46,407,530	1,304	TN South, The University of the
7,892,205	7,817,205	2,582,595	2,582,595	2,088,227	2,088,227	398,233	398,233	52,716	52,716	23,340	23,340	13,642	1,875	35,807,369	2,283	MA Stonehill College
81,126	81,126	50,000	50,000	78,500	78,500	468,000	468,000					8,048		7,900,000	493	NE Union College
149,728	149,728	0		125,951	125,951	0		0		0		1,908	538	5,931,585	506	ME Unity College
8,570,862	8,204,658	3,156,172	3,156,172	676,605	676,605	341,121	341,121	80,256	80,256			4,550	850	13,401,266	629	NC Western Wilson College
11,599,530	7,696,208	3,569,140	3,569,140	983,024	983,024			73,403	73,403	21,088	21,088	6,416	3,304	12,476,000	301	NY Wells College
5,626,112	5,626,112	4,442,266	4,442,266	689,103	689,103			36,354	36,354	333,793	333,793	15,914	9,698	28,280,282	1,333	MA Wheaton College (MA)

LIFE INSURANCE

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TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA					CUMULATIVE RESULTS								SOURCES							
	Total	Current/Outright	Deferred	Date Announced	Length	Scope	LW Included	Independent Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts/Future Commitments @ Face Value		III Deferred Gifts/Future Commitments @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value				
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	IV + V Total								
Two-Year Colleges																								
Blue Ridge Community College	2,000,000	2,000,000		06/97	2	C		no	1,280,421	771,012					2,051,433	2,051,433	2,046	2,046						
Lake County Foundation, College of	1,650,000	1,650,000		03/97	6	S		no	1,177,988	25,000					1,202,988	1,202,988	298	298						
Monroe Community College Foundation	4,000,000	4,000,000		10/93	5	C	Pv	no	5,578,323		90,000				5,578,323	5,578,323	1,256,450	1,256,450	123,612	123,612				
Patrick Henry Community College College	3,000,000	1,500,000	1,500,000	2/96	5	C	Pv	yes	582,186		485,625	286,000		987,811	976,186	580	580							
Rensselaer College	20,000,000	10,000,000	10,000,000	5/96	3	C		no	14,000,000		4,000,000	2,747,000		16,000,000	17,247,000	9,000,000	9,247,000							
Westchester Community College Foundation	5,000,000	5,000,000		5/97	3	C		no	1,500,000					1,500,000	1,500,000	5,000	5,000	0						
York County Technical College	2,000,000			4/97	3			no	1,000,000					1,000,000	1,000,000									
Professional/Specialized																								
College of Insurance, The	25,000,000	20,000,000	2,000,000	3/93	5	C		no	31,249,949		1,000,000			32,249,949	31,249,949	435,000	435,000	0		0	0			
Daniel Webster College	5,125,000	5,125,000		10/94	4	C		no	5,125,887					5,125,887	5,125,887	81,816	81,816	1,500,305	1,500,305					
Garrett Evangelical Theological Seminary	12,600,000			6/96	4	S	Pv	yes	12,128,569		7,211,881			19,340,450	12,128,569	4,034,143	1,444,126							
GM School of Theology, The	6,000,000			5/95	3	S		yes	6,379,887		1,806,575	1,464,295		8,286,562	7,844,282	950,969	927,544							
North Texas Health Science Center at Fort Worth, University of	4,000,000	4,000,000		9/95	3	S		no	2,935,000					2,935,000	2,935,000	0	0	0		0	0			
Independent Schools																								
Abraham Joshua Heschel Day School	2,400,000	2,400,000		1/96	5	C		no		1,938,279				1,938,279	1,938,279	1,095	1,095	612,953	612,953					

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 ? = two-phase campaign

CAMPAIGN DATA

Date = month/year campaign announced
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CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

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Institutional Profiles

SOURCES												INSTITUTIONAL DATA				STATE AND INSTITUTION
Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Amount of Record	Percent of Record	E&G Budget	FTE Students	
Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value	Current/Outright Fair value + Deferred if any Fair value					
983,136	983,136	41,952	41,952	838,556	838,556					173,750	173,750	5,700		7,007,764	1,380	VA Blue Ridge Community College
27,798	27,798	250,000	250,000	825,000	825,000							18,438		52,712,494	9,471	IL Lake County Foundation College of
585,576	585,576	147,000	147,000	3,469,583	3,469,583							49,000	5,000	65,449,679	14,000	NY Monroe Community College Foundation
501,000	541,000	134,500	134,500	288,440	288,440					947	947	15,900		8,127,729	1,440	VA Patrick Henry Community
8,988,000	7,382,000	1,588,000	1,588,000	198,000	198,000							7,000	500	10,000,000	900	CA Reedwood College
1,240,000	1,240,000	195,000	195,000	0	0	0	0	0	0	0	0	17,000		47,120,000	22,000	NY Westchester Community College Foundation
												10		3,000,000	175	ME York County Technical College
1,815,000	1,815,000	5,000,000	5,000,000	25,195,949	24,195,949	0	0	0	0	0	0	5,000	800	11,000,000	2,000	NY College of Insurance The
2,479,479	2,479,479	585,900	585,900	482,498	482,498							3,000	1,200	10,895,000	734	NH Dover Webster College
13,135,400	8,414,625	1,866,773	1,866,773			303,044	303,044					4,525		5,872,305	382	IL Semet Evangelical Theological Seminary
5,969,542	5,449,587	1,982,775	1,982,775	97,885	97,885	190,575	190,575			145,716	145,716	1,890		5,242,694	289	CO Art School of Theology The
35,300	35,300	1,500,000	1,500,000	1,430,000	1,430,000	0	0	0	0	0	0	1,900		69,000,000	650	TX North Texas Health Science Center at Fort Worth University of
919,998	919,998	25,000	25,000	14,500	14,500					385,245	385,245	1,168	107	5,000,000	497	CA Abraham Joshua Reicher Day School

LIFE INSURANCE

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 FV = face value
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TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

Amounts included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA							CUMULATIVE RESULTS								SOURCES			
	Total	Current Campaign	Deferred	Date Announced	Length	Scope	Units Involved	Subsequent Commitments	I Current Campaign Gifts and Pledges (\$ Face Value)		II Deferred Gifts Future Commitments (\$ Face Value)		III Deferred Gifts Future Commitments (\$ Present Value)		IV Current Campaign (\$ Face Value + Deferred if any) (\$ Face Value)	V Current Campaign (\$ Face Value + Deferred if any) (\$ Present Value)	Current Campaign (\$ Face Value + Deferred if any) (\$ Face Value)	Current Campaign (\$ Face Value + Deferred if any) (\$ Present Value)	Current Campaign (\$ Face Value + Deferred if any) (\$ Face Value)	Current Campaign (\$ Face Value + Deferred if any) (\$ Present Value)		
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Lease 2000	Lease 2000						
Independent Schools (continued)																						
August Preparatory Day School	3,000,000	3,000,000		11/97	5	C		no	2,677,795						2,677,795	2,677,795	75,000	75,000	540,957	540,957		
Berkshire Preparatory School	10,237,500	10,237,500		1/94	10	C		no	5,740,542						5,740,542	5,740,542	702,407	702,407	3,417,771	3,417,771		
Bay Academy	25,000,000	22,000,000	3,000,000	9/93	5		PV	no	14,071,719	2,254,539	1,688,000	1,198,000	220,230	386,269	15,697,915	17,422,758	13,071,680	12,428,523	1,694,910	1,738,086		
Bridgewater School, Inc.	8,300,000	8,300,000		5/97	3	C		no	5,688,379						5,688,379	5,688,379	257,775	257,775	81,445	81,445		
Cambridge School of Weston	2,000,000	2,000,000		3/90	5	S		no	1,624,085						1,624,085	1,624,085	1,148,567	1,148,567	359,448	359,448		
Canterbury School	5,750,000	5,750,000		9/90	7	C		no	3,724,443						3,724,443	3,724,443	0	0	850,039	850,039		
Cassidy School	10,000,000	10,000,000		11/96	2	C		no	10,000,212						10,000,212	10,000,212	2,892,739	2,892,739	6,108,673	6,108,673		
Catharine School	11,000,000	11,000,000		9/90	7	V		no	8,138,525						8,138,525	8,138,525	1,021,094	1,021,094	727,940	727,940		
Chatham Hall	11,000,000			7/90	4	C	PV	yes	14,673,027	1,355,399	5,462,609	58,516			21,547,556	16,028,425	16,663,371	11,864,763	1,473,914	1,355,399		
Clean-German Hall	1,600,000	1,600,000		7/90	5	C		no	11,211,000						11,211,000	11,211,000	10,626,814	10,626,814	338,561	338,561		
Clover Academic, Inc.	146,000,000	85,000,000	35,000,000	10/94	7	C		no	54,329,485		6,785,000				61,114,485	54,329,485	52,088,037	46,722,037	1,539,180	1,735,180		
Detroit Country Day School	10,000,000	10,000,000	0	10/97	3	C		no	7,000,000						7,000,000	7,000,000	2,500,000	2,500,000	1,000,000	1,000,000		
Erma Wilford School	29,029,000			7/90	5	C		no	26,751,435	694,027	6,662,762		2,636,014		34,139,214	31,081,476	25,278,313	22,503,006	251,085	251,085		
Epiphany School	1,500,000	1,500,000		11/90	1	C		no	1,005,442	0	0	0	0	0	1,005,442	1,005,442	60,500	60,500	1,001,779	1,001,779		
Fair Hills Country Day School	2,750,000	2,750,000		9/96	3	C		no	2,023,940						2,023,940	2,023,940	195,400	195,400	2,332,322	2,332,322		
Fleet School	30,000,000	30,000,000		7/90	10	S		no	10,267,108		400,000				10,667,107	10,267,108	4,472,485	4,072,384	15,900	15,900		
Gateway School, Inc.	2,000,000	2,000,000	290,000	5/90	3	V		yes	2,818,980		290,000				3,108,980	2,818,980	6,142	6,142	685,980	685,980		
Georgetown Visitation Preparatory School	7,500,000	7,500,000		10/96	3	C		no	6,341,223		1,489,424		970,086		7,830,647	7,311,303	3,927,071	3,966,352	1,245,727	1,245,727		

INSTITUTION

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 Italic = began campaign while the CASE Campaign Standards were in effect and do not comply with the standards (see Figure 25 for details on specific institutional policies)
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 (Blank space) = figure not reported
 ** = two-phase campaign

CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus and advance-gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
 C = comprehensive (entire institution)

SOURCES

INSTITUTIONAL DATA

Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Agency of Record	Priority of Record	ES&G Budget	FTE Students	STATE AND INSTITUTION
Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)	Current/Designated Face Value + Deferred if any (if Present Value)					
1,254,853	1,254,853	594,136	594,136							12,833	12,833	666	296	2,187,196	402	GA Augusta Preparatory Day School
135,896	135,896	30,333	30,333	1,066,260	1,066,260					364,225	364,225	1,165	2,472	6,722,948	1,864	IL Berkley Preparatory School
2,963,292	2,964,432	612,386	612,386	19,469	19,469					527,366	527,366	4,910	349	6,000,000	396	TX Blue Academy
679,159	679,159	2,298,000	2,298,000	660,000	660,000					2,000,000	2,000,000	1,250	675	6,572,000	675	GA Brookstone School, Inc.
2,500	2,500	198,000	198,000	12,500	12,500							2,670	2,740	5,128,000	260	MA Cambridge School of Weston
2,277,884	2,277,884	157,500	157,500	434,336	434,336	0	0	0	0			28	168	1,376,700	271	NC Canterbury School
981,421	981,421	880,400	880,400	177,500	177,500	100,000	100,000					2,537	750	8,000,000	925	OH Cossady School
3,068,116	3,068,116	2,961,173	2,961,173	336,339	336,339			44,954	44,954	75,388	75,388	2,637	341	5,496,000		CA Crestline School
1,025,346	425,385	2,644,195	2,644,195	238,659	238,659					162,037	162,037	3,000	1,500	3,057,067	123	VA Chatham Hall
				35,714	35,714	140,336	140,336			48,919	48,919	25,156	3,837	1,000,000	1,262	MA Cotto-Darham Hall
1,305,230	1,125,230	4,791,504	4,791,504									23,396	3,096	21,000,000	702	TX Culver Academics, The
365,000	365,000	125,000	125,000	10,000	10,000					1,000,000	1,000,000	2,000	1,107	10,000,000	1,400	MI Detroit Country Day School
4,721,528	4,466,867	2,547,367	2,547,367	86,954	86,954					821,127	821,127	5,838	354	9,449,679	278	NY Emma Willard School
467,172	467,172	45,000	45,000	1,000	1,000							412	94	1,270,000	138	VA Epiphany School
22,186	22,186	377,200	377,200	36,673	36,673	0	0	0	0	56,912	56,912	1,063	240	4,400,000	340	NJ Fair Hills Country Day School
3,937,547	3,967,104	2,352,500	2,352,500	26,796	26,796											
1,040,710	640,710	1,224,999	1,224,999	86,811	86,811							903	564	6,197,670	682	GA Gateway School, The
625,055	758,435	622,500	622,500	1,169,612	1,169,612					46,547	46,547	6,254	2,400	4,500,000	471	DC Georgetown Visitation Preparatory School

NOTE: INSTRUCTIONS

Totals include life insurance contracts:
PV = face value
PV = present value
Both = face value and present value

STATEMENTARY COMMITMENTS REQUEST INTENTIONS

routinely included in campaign totals

INSTITUTIONAL DATA

ES&G Budget = Education and General Budget
FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA						CUMULATIVE RESULTS						SOURCES				
	Total	Current/Outright	Deferred	Date Announced	Length	Scope	Life Income	Voluntary Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts/Future Commitments @ Face Value		III Deferred Gifts/Future Commitments @ Present Value		IV Current/Outright @ Face Value + Deferred if and @ Face Value	V Current/Outright @ Face Value + Deferred if and @ Present Value	Current/Outright @ Face Value + Deferred if and @ Face Value	Current/Outright @ Face Value + Deferred if and @ Present Value	Current/Outright @ Face Value + Deferred if and @ Face Value	Current/Outright @ Face Value + Deferred if and @ Present Value
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	1 x \$,000	1 x \$,000				
Independent Schools (continued)																				
Grace Church School	2,500,000	2,500,000		11/94	3	C	Fv	no	2,750,979		540,000		130,000		4,290,979	2,990,979	33,165	33,165	2,143,805	2,143,805
Greenwich Academy	12,000,000	12,000,000		4/96	3	V		no	2,585,261						2,585,261	2,585,261	233,746	233,746	2,014,490	2,014,490
Howe School	13,000,000	12,500,000	500,000	11/97	3	C		yes	9,264,586	472,584	198,877	0	95,980	0	9,876,147	9,822,176	2,148,541	2,143,581	981,140	981,140
Head-Royce School, The	4,000,000	4,000,000		5/95	5	V		no	4,433,538						4,433,538	4,433,538	973,731	973,731	1,698,139	1,698,139
Hyfield Arts Academy	9,300,000	9,300,000		1/97	5	C		no	4,789,226						4,789,226	4,789,226	188	188	68,832	68,832
Indian Springs School	3,500,000	3,500,000		4/97	3	S		no	2,462,770						2,462,770	2,462,770	1,235,063	1,235,063	521,529	521,529
Interlochen Center for the Arts	45,000,000	18,000,000	27,000,000	10/97	9	C	both	yes	12,891,145		12,136,888		7,336,162		25,027,145	26,226,247	898,775	794,541	1,581,123	1,337,294
Janet High School	2,700,000	2,700,000			3	C		no	1,466,863						1,466,863	1,466,863	43,000	43,000	888,888	888,888
Leath School, The	25,700,000			1/93	5	C		no	21,587,173				468,000		21,587,173	21,653,173	1,046,567	1,046,567	4,154,652	4,154,652
Mayo County Day School	4,750,000	4,750,000		9/95	3	V		no	5,230,671						5,230,671	5,230,671	223,527	223,527	4,530,587	4,530,587
Mayfield Senior School	1,200,000	1,200,000		1/97	3	S		no	789,538						789,538	789,538	21,615	21,615	188,225	188,225
Nashville University School of	5,500,000	5,500,000		1/96	5	S		no	4,183,617						4,183,617	4,183,617	143,016	143,016	1,911,346	1,911,346
Northwest Mount Vernon School	35,000,000			9/94	5	C	Fv	yes	35,798,613		2,225,068				38,023,681	35,798,613	27,471,146	25,825,228	6,063,117	5,533,117
Park Tudor School	16,000,000	16,000,000		9/97	2	V		no	9,187,264						9,187,264	9,187,264	1,768,293	1,768,293	5,882,246	5,882,246
Pine Crest Preparatory School	20,000,000	14,000,000	6,000,000	11/94	5	C	Fv	yes	8,733,712	50,636	5,918,548				14,712,848	8,794,348	497,438	497,438	8,076,907	5,076,907
Polk School	10,000,000	9,360,404	2,400,000	6/97	2	C		yes	9,360,404		2,400,000		987,134		11,070,448	10,360,528	4,796,050	4,383,157	1,253,463	1,253,463
Potomac School	8,000,000	8,000,000		11/97	3			no	3,888,000						3,888,000	3,888,000	86,880	86,880	2,925,000	2,925,000
Punahou School	26,000,000	26,000,000		6/97	6	V		no	14,958,285	2,178,678	1,888,000	1,864,262	988,000	163,581	19,090,623	19,685,942	6,648,480	6,911,885	8,286,861	7,756,861

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CAMPAIGN DATA

Date = month/year campaign announced
 Length = includes nucleus fund advance-gifts phase

CAMPAIGN SCOPE

S = single unit (school, center, etc.)
 V = several units (but not all)
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Institutional Profiles

SOURCES

INSTITUTIONAL DATA

SOURCES												2023 FUNDING DATA				STATE AND INSTITUTION
Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	E&G Budget	FTE Students	
Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Face Value	Current/Outright ⊗ Face Value + Deferred (if any) ⊗ Present Value					
716,634	306,634	907,000	907,000	156,765	156,765					274,750	274,750	1,302	1,318	6,172,884	380	NY Grace Church School
500	500	280,000	280,000	66,525	66,525							2,100	1,561	11,526,234	701	CT Greenwich Academy
5,756,407	5,707,770	520,650	520,650									3,006	706	13,010,593	947	OH Hawken School
779,168	779,168	982,500	982,500									2,500	618	8,613,746	735	CA Head-Royce School, The
1,746,616	1,746,616	2,869,478	2,869,478	25,000	25,000							345	755	9,223,674	230	CA Idyllwild Arts Academy
415,128	415,128	192,500	192,500	118,560	118,560						0	1,722	728	2,889,600	265	AL Indian Springs School
18,630,481	14,179,646	1,085,853	1,085,853	2,153,693	2,153,693					685,220	685,220	63,553	32,819	18,417,531	2,304	MI Interlochen Center for the Arts
346,424	346,424					100,000	100,000	125,000	125,000	1,000	1,000	4,500	1,044	6,400,000	1,018	CA Jesuit High School
9,961,629	10,427,629	5,376,250	5,376,250	700	700	0	0	0	0	647,385	647,385	4,134	1,098	11,700,000	1,479	GA Lovett School, The
49,942	49,942	382,805	382,805	43,800	43,800	0	0	0	0	0	0	1,757	1,430	6,445,862	500	CA Marin Country Day School
341,198	341,198	325,000	325,000	1,500	1,500	0	0	0	0	0	0	2,160	274	2,781,777	258	CA Mayfield Senior School
1,251,236	1,251,236	745,567	745,567	132,452	132,452	0	0	0	0	0	0	3,045	771	7,000,000	950	TN Nashville, University School of
3,060,922	3,060,922	886,546	886,546	492,800	492,800							23,557	11,204	26,418,000	1,108	MA Northfield Mount Hermon School
59,671	59,671	630,000	630,000	755,000	755,000					2,174	2,174	3,084	608	10,443,459	866	IN Park Tudor School
4,408,838	1,490,338	848,375	848,375	393,125	393,125					489,065	489,065	4,975	1,929	20,500,000	1,600	FL Pine Crest Preparatory School
1,558,434	1,558,434	2,412,602	2,412,602	61,700	61,700					1,777,182	777,182	3,786	634	10,659,759	830	CA Polytechnic School
												3,400	1,025	13,000,000	875	VA Potomac School
3,543,462	3,393,186	1,200,000	1,200,000	125,000	125,000			200,000	200,000			22,000	3,000	40,000,000	3,740	HI Punahou School

LIFE INSURANCE

Totals include life insurance counted at:
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 Both = face value and present value

TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

INSTITUTIONAL DATA

E&G Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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Institutional Profiles

INSTITUTION	CAMPAIGN GOAL			CAMPAIGN DATA						CUMULATIVE RESULTS								SOURCES			
	Total	Current/Outright	Deferred	Date Announced	Length	Scope	Life Insurance	Testamentary Commitments	I Current/Outright Gifts and Pledges @ Face Value		II Deferred Gifts (Future Commitments) @ Face Value		III Deferred Gifts (Future Commitments) @ Present Value		IV Current/Outright @ Face Value + Deferred (if any) @ Face Value	V Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	Current/Outright @ Face Value + Deferred (if any) @ Face Value	Current/Outright @ Face Value + Deferred (if any) @ Present Value	
									Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	I + II Total	I + III Total					
Independent Schools (continued)																					
Regis High School	15,000,000	1,000,000		8/94	6	S	PV	no	15,063,394		1,390,866		661,357		16,454,260	15,724,751	15,995,470	15,273,467	325,040	325,040	
Renbrook School, Inc.	8,000,000	8,000,000		9/95	4	C		no	4,981,775		300,000		125		5,281,775	4,981,901	309,601	309,601	4,314,901	4,215,827	
Sacred Heart, Academy of the	3,000,000	3,000,000		10/96	1	C		no	3,300,000						3,300,000	3,300,000	1,050,000	1,050,000	1,112,000	1,112,000	
Sacred Heart Schools	12,500,000	12,500,000		2/97	2	C		no	7,802,881						7,802,881	7,802,881	3,319,041	3,319,041	1,461,051	1,461,051	
Saint Andrew's School	6,000,000	6,000,000		6/95	5	C		no	5,824,580						5,824,580	5,824,580	375,312	375,312	3,171,181	3,171,181	
St. Christopher's School	12,000,000	12,000,000		8/93	5	C		no	12,536,382	44,797					12,581,179	12,581,179	3,098,388	3,098,388	2,730,663	2,730,663	
San Francisco Day School	6,000,000	6,000,000	0	1/94	4	C		no	6,034,676	0	0	0	0	0	6,034,676	6,034,676	4,024	4,024	3,782,461	3,782,461	
Summit Country Day School, The	7,000,000	7,000,000		10/94	5	S		no	6,678,836						6,678,836	6,678,836	180,030	180,030	3,468,332	3,468,332	
Summit School	4,068,000	4,068,000		9/96	3	C		no	4,083,734						4,083,734	4,083,734	1,018,053	1,018,053	1,562,904	1,562,904	
Taft School, The	100,000,000			5/95	6	S	FV	no	74,953,338						74,953,338	74,953,338	46,649,569	46,649,569	23,062,102	23,062,102	
Webb Schools, The	18,000,000	15,000,000	3,000,000	6/97	5	C		yes	10,341,273	2,580	2,250,000		1,143,877		12,583,773	11,487,650	9,817,250	8,858,666	1,060,741	1,060,741	
Westminster Schools, The	50,000,000	42,000,000	8,000,000	10/94	7	C	FV	yes	19,289,722	13,620,915	500,000	6,964,425	167,640	1,500,245	40,375,062	34,578,522	5,271,167	4,810,464	7,723,881	4,969,354	
Westridge School	11,000,000	11,000,000		8/95	7	C		yes	7,234,493	4,679,834	1,300,000	0	1,211,176	0	13,214,327	13,125,503	1,975,384	1,975,384	8,525,129	8,436,305	
Woodberry Forest School	35,000,000			11/96	5	C		yes	18,817,029		4,135,273		1,374,680		22,952,302	20,191,709	13,777,708	12,205,763	4,921,951	3,842,482	
Woodlands Academy of the Sacred Heart	4,500,000	4,500,000		9/97	5	C		no	503,000						503,000	503,000			3,000	3,000	

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INSTITUTION

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SOURCES

INSTITUTIONAL DATA

Other Individuals		Foundations		Corporations		Religious Organizations		Fund-Raising Consortia		Other		Alumni of Record	Parents of Record	ENG Budget	FTE Students	STATE AND INSTITUTION
Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Face Value	Current/Outright Ⓢ Face Value + Deferred (if any) Ⓢ Present Value					
28,750	21,244	105,000	105,000									6,204	2,459	5,235,839	514	NY Regis High School
168,250	168,250	145,375	145,375	63,638	63,638					80,000	80,000	2,235	430	7,067,401	557	CT Reimbok School, Inc.
103,000	103,000	905,000	905,000	130,000	130,000							2,400	620	5,280,000	780	LA Sacred Heart, Academy of the
1,063,030	1,063,030	1,105,000	1,105,000	54,750	54,750							2,700	775	10,117,190	906	LA Sacred Heart Schools
1,744,319	1,744,319	255,000	255,000	86,589	86,589					182,179	182,179	2,221	632	11,873,926	674	FL Saint Andrew's School
4,951,419	4,951,419	1,302,500	1,302,500	498,209	498,209							3,201	588	9,582,000	818	VA St. Christopher's School
1,925,616	1,925,616	300,750	300,750	21,825	21,825	0	0	0	0	0	0	336	331	4,300,000	392	CA San Francisco Day School
993,716	993,716	1,986,600	1,986,600	50,150	50,150							2,406	600	7,980,000	1,001	OH Summit Country Day School, The
677,785	677,785	483,000	483,000	341,982	341,982							2,940	369	6,306,931	692	NC Summit School
4,955,955	4,955,955	285,712	285,712									6,458	5,966	18,049,299	562	CT Taft School, The
425,590	282,108	1,199,950	1,199,950	82,251	82,251					3,924	3,924	3,200	1,400	7,200,000	306	CA Webb Schools, The
14,357,206	11,775,896	12,482,435	12,482,435	499,229	499,229					31,144	31,144	9,441	8,206	24,704,000	1,754	GA Westminster Schools, The
353,531	353,531	2,127,396	2,127,396	232,887	232,887	0	0	0	0	0	0	2,641	2,372	5,731,693	430	CA Westridge School
787,388	678,208	3,363,270	3,363,270	101,985	101,985							4,468	1,267	13,573,337	372	VA Woodberry Forest School
		500,000	500,000									2,965	189	3,000,000	190	IL Woodlands Academy of the Sacred Heart

LIFE INSURANCE

Totals include life insurance counted at:
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 Both = face value and present value

TESTAMENTARY COMMITMENTS (REQUEST INTENTIONS)

routinely included in campaign totals

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ENG Budget = Education and General Budget
 FTE Students = Full-time equivalent number of students enrolled

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CASE Campaign Survey

CASE CAMPAIGN SURVEY

October 7, 1997

Dear Chief Development Officer:

I am pleased to report that reaction to the first *CASE Report of Educational Fund-Raising Campaigns 1994-95* has been enthusiastic, which is hardly a surprise. This is the first compilation of its kind that provides comparative data on the campaigns being conducted at educational institutions across the country.

We need your assistance as we prepare the next edition. If your institution was conducting or planning a campaign in fiscal year 1997 (1996-97), I urge you to complete this year's survey. It consists of 16 questions about your institution and campaign, and a report of the campaign's cumulative financial results, by objective and source, as of the last day of your institution's 1996-97 fiscal year.

CASE will again organize and publish the information from these reports as a service to you, our membership, and the public at large. Please note, however, that CASE will keep confidential information on campaigns not yet publicly announced. We will publish your campaign results only if you are in the public phase of your campaign. The CASE Report will provide fund-raising professionals, consultants, educational leaders, and volunteers with a common language for discussing their campaigns and comparing them from institution to institution.

If your current campaign began prior to the effective date of the CASE Campaign Standards, 1994-95, your campaign policies may understandably vary from the CASE Standards as institutions were not expected to change their policies midstream. In the future, however, CASE will not include in its report any campaigns that began crediting gifts in 1994-95 or later that do not comply with the CASE Campaign Standards.

The survey should be completed following the "CASE Campaign Standards" as outlined in the 1996 edition of *CASE Management Reporting Standards*. Please

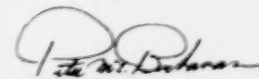
refer to this book for a definition of terms in the survey. (You may order a copy of *CASE Management Reporting Standards* by calling the CASE Publications Order Department at (800) 554-8536 in the U.S. and (301) 604-2068 outside the U.S. The cost is \$44.95 for members, plus \$5 shipping; request item #22002.)

In addition to the paper copy, the survey is also available on diskette or via E-mail. To request a copy of the survey on diskette or via E-mail, contact Romeo Valdez at (202) 328-5964 or valdez@ns.case.org.

Please return your completed survey to CASE by Friday, December 5, 1997. We have included a business reply envelope for your convenience. Surveys should be sent to the attention of Romeo Valdez; should you have a question about the survey you may contact him at the phone number or E-mail address above.

If you were conducting or planning a campaign in fiscal year 1997 (1996-97), your participation will provide invaluable assistance not only to education but to the entire philanthropic community. On behalf of CASE and your colleagues who will benefit from your efforts, please accept our sincere appreciation for providing this information.

Sincerely,



Peter McE. Buchanan
President

P.S. When you participate by responding to the survey, you will receive a complimentary copy of the new *CASE Report of Educational Fund-Raising Campaigns 1996-97*. Thanks in advance for your assistance in sharing this letter with staff who are responsible for campaign reporting.

CASE SURVEY OF CUMULATIVE CAMPAIGN ACTIVITY BY EDUCATIONAL INSTITUTIONS

NAME OF INSTITUTION: _____

Cumulative campaign results as of last day of your institution's 1996-97 fiscal year, representing year _____ of the campaign period.

A. CAMPAIGN GOAL: \$ _____
 Current operations \$ _____
 Capital projects \$ _____
 Endowment \$ _____

B. CAMPAIGN GOAL:
 Outright \$ _____
 Deferred \$ _____

C. PROGRESS TOWARD TOTAL (as of end of your 1996-97 fiscal year):
 Include Annual Giving Results only if included in campaign goal; otherwise, do not.
 Column IV from Campaign Report \$ _____
 Column V from Campaign Report \$ _____

D. EXTERNAL REPORTS TO DONORS:
 Check which data from the Campaign Report are used in external reports to donors:
 _____ Columns I & II
 _____ Columns I & III
 _____ Both
 _____ Column I only (if deferred gifts are not counted in campaigns)

E. INSTITUTIONAL DATA (for 1996-97 fiscal year)
 Alumni of record _____
 Parents of record _____
 E&G budget* _____
 FTE students** _____

F. CAMPAIGN SCOPE (check one):
 _____ Single unit—School, center, etc.
 _____ Several units—but not all
 _____ Comprehensive—total institution

*Educational and general budget of the institution **Full-time equivalent number of students

G. LENGTH OF CAMPAIGN PERIOD (check one):
 (including advance-gifts (nucleus-fund) phase)
 _____ 1 year _____ 4 years _____ 7 years
 _____ 2 years _____ 5 years
 _____ 3 years _____ 6 years

H. DO CAMPAIGN TOTALS ROUTINELY INCLUDE TESTAMENTARY COMMITMENTS (BEQUEST INTENTIONS)?
 _____ Yes _____ No
 If No, are any testamentary commitments included by exception?

_____ Yes _____ No
 If Yes, please explain in the Certification of Compliance.

How are testamentary commitments (bequest intentions) counted?
 _____ Face value _____ Present value

I. DO CAMPAIGN TOTALS INCLUDE LIFE INSURANCE?
 _____ Yes _____ No
 If Yes, by what method of counting?
 _____ Face value of policy _____ Present value of policy

J. MAXIMUM PLEDGE PAYMENT PERIOD:
 _____ 3 Years _____ 5 Years
 _____ 4 Years _____ Other (please explain)

K. ADVANCE-GIFTS (NUCLEUS-FUND) PHASE INCLUDED IN TOTALS:
 _____ Gifts to featured objectives only
 _____ All gifts received by the institution

L. FOR THE REPORTING YEAR, IN WHAT PHASE WAS YOUR INSTITUTION'S CAMPAIGN?

- ☐ Pre-campaign planning
☐ Advance-gifts/nucleus-fund
☐ General public phase
☐ Post-campaign accounting

M. PLEASE ENTER DATES FOR THE FOLLOWING (month/year):

- ☐ Began crediting gifts
☐ Campaign was publicly announced
☐ Campaign will be publicly announced¹
☐ Completion or targeted completion

N. TEN LARGEST GIFTS/PLEDGES (combined total for a donor) TO THE CAMPAIGN AND SOURCE:

\$Amount	Source (alumni, parents etc.)
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

O. NUMBER OF DONORS TO THE CAMPAIGN TO DATE:

P. TOTAL DOLLAR AMOUNT OF GIFTS AND PLEDGES FROM:

- Top 1% of donors: \$ _____
(with deferred gifts at face value)
Top 1% of donors: \$ _____
(with deferred gifts at present value)

¹CASE will keep confidential information on campaigns not yet publicly announced.

Top 10% of donors: \$ _____
(with deferred gifts at face value)
Top 10% of donors: \$ _____
(with deferred gifts at present value)

Institution: _____

Address: _____

Submitted by: _____
(please print)

Title: _____

Telephone: _____

Fax: _____

Chief Development Officer: _____
Name and Signature

CERTIFICATE OF COMPLIANCE

(fill in name of institution and sign)

Please complete the appropriate sentence below:

1. _____ adheres fully to the standards of CASE Campaign Standards.

2. _____ adheres generally to the standards of CASE Campaign Standards, but with the following specific exception(s): (Please use additional paper if necessary.)

Name of Chief Executive Officer (please print)

Signature of Chief Executive Officer

Date

Name of Institution: _____

CAMPAIGN REPORT: CUMULATIVE RESULTS BY OBJECTIVE AND SOURCE AS OF END OF 1996-97 FISCAL YEAR

	Column I CURRENT/OUTRIGHT GIFTS & PLEDGES ² (FACE VALUE)		Column II DEFERRED GIFTS (Future Commitments) ³ (FACE VALUE)		Column III DEFERRED GIFTS (Future Commitments) ⁴ (PRESENT VALUE)		Column IV CAMPAIGN TOTAL Column I plus II	Column V CAMPAIGN TOTAL Column I plus III
	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives	Featured Objectives	Other Objectives		
A Alumni								
B Parents								
C Other Individuals								
D Foundations								
E Corporations								
F Religious Organizations								
G Consortia								
H Other								
Total								

² Outright commitments to be paid during the campaign period and the pledge payment period.

³ Face value of deferred commitments received during the campaign period for which a specific maturation date cannot be determined.

⁴ Present value of deferred commitments received during the campaign period for which a specific maturation date cannot be determined.

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